



#### **Corporate Office:**

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14th November 2019

To

Corporate Relationship Department BSE Limited Floor 25, PJ. Towers, Dalal Street, Mumbai 400 001 Fax No. 22723121

Ref: Security Code: 523660

### **Sub: Outcome of Board Meeting**

Further to our intimation dated 05<sup>th</sup> November 2019 regarding the meeting of Board of Directors on 14<sup>th</sup> November 2019, the Board had considered, and approved matters as mentioned below.

- Unaudited Financial Results as per IND—AS for the Quarter and Half year ended 30<sup>th</sup> September 2019 along with Limited review report issued by the Statutory Auditor.
- 2. Press release for the said results.
- Appointment of Ms. Shashikala Venkatraman (DIN: 02125617) as an Additional Director (Non-Executive & Independent) to the Board w.e.f 14<sup>th</sup> November 2019. A brief profile of Ms. Shashikala Venkatraman is enclosed herewith as Annexure-I

Ms. Shashikala Venkatraman is not related to any of the Directors or Key Managerial Personnel or Promoters of the Company.

The meeting commenced at 9.30 AM and concluded at 5.30 PM

For The Waterbase Limited

CHENNIC

R. Achuthan Company Secretary & Compliance Officer



### THE WATERBASE LIMITED CIN: L05005AP1987PLC018436

Registered Office: Ananthapuram Village, Nellore, Andhra Pradesh - 524 344

# STATEMENT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2019

S.No.		SOCIAL FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2019					
	Particulars	Quarter Ended September 30. June 30, 2019			Six Months Ended Year End		
		2019	June 30, 2019	September 30,	September 30,	September 30,	Year Ended March 31, 2019
		Unaudited		2016	2019		
1	Revenue from operations		Unaudited	Unaudited	Unaudited	2018	E L
11	Other income	9.333.45				Unaudited	Audited
111	Total income (I+II)	115.40	11,949.81	9,577.85	21,283.26	550.515.	
IV	Expenses	9,448.85	57.25	15.21	172.65	25,007.08	36,548
	Cost of materials consumed	9,446.85	12,007.06	9,593.06	21,455.91	435.73	617
	Purchases of stock-in-trade	0.040.00			21,455.91	25,442.81	37,165
3.10	Changes in inventories of fairles	6,940.62 53.90 (462.16)	90 29.18 16) 2,227.77	5,717.61 69.52 618.12	13,098.47 83.08 1,765.61		
	Changes in inventories of finished goods, work-in-progress, stock-in-trade & Biological					15,578.51	24,957.
10	Employee benefits expense					788.95	933.2
	Finance costs					914.25	(1,158,
	Depreciation and	543.84 78.77 181.74		508.39 101.36	1,012.30 1,023.78		(1,130,3
	Depreciation and amortization expenses Other expenses		83.89			2,109.88	
-	Total expenses		191.80		162.66	203.47	328.2
1	Profit by Communication Commun	1,142.03	1,091,77	168.18	373.54	357,13	
	Profit before tax (III-IV)	8,478.74	10,250.72	1,063.78	2,233.80	2,511.98	692.7
	Tax expense:	970.11	1,756.34	8,246.96	18,729.46	21,378.07	4,569.6
	(a) Current tax		11100.04	1,346.10	2,726.45	4,064,74	32,433,1
	In respect of current year					1,004.74	4,732.8
-	(b) Deferred tax	95.69	612.07				
	Total tax expense	(17.19)	5.50	495.07	707.76	1,445.50	
P	rofit for the period (V-VI)	78.50	617.57	(25.79)	(11.69)	(25.73)	1,861.7
1 0	ther comprehensive income	891.61	A STATE OF THE PARTY OF THE PAR	469.28	696.07	1,419.77	(213.66
	(a) Items that will not be reclassified to another		1,138.77	876.82	2,030.38		1,648.09
	(b) income tax relating to items that will	2.68				2,644.97	3,084.74
To	otal comprehensive income for the period (VII+VIII)	(0.41)	2.68	6.47	5.36		
Pe	ald-up equity share capital /Face	893.88	(0.94)	(2.26)	(1.35)	12.94	10.73
Ot	ther equity (Face value: Rs. 10 per share)	4,142.68	1,140.51	881.03	2,034.39	(4.52)	(3.75
Ea	arnings per equity share (of Rs. 10 each) - not annualised (in Rs.):		4,142.68	4,142.68	4,142.68	2,653.39	3,091.72
	(a) Basic (of Rs. 10 each) - not annualised (in Rs.):				1,142,00	4,142.68	4,142.68
	(b) Diluted	245					13,162.35
		2.15	2.75	2.12	100		
		2.15	2.75	2.12	4.90	6.38	7.45
				4,12	4.90	6.38	7.45

### THE WATERBASE LIMITED

CIN: L05005AP1987PLC018436

Registered Office: Ananthapuram Village, Nellore, Andhra Pradesh - 524 344

STATEMENT OF ASSETS AND LIABILITIES AS AT SEPTEMBER 30, 2019

(Rs. in Lakhs)

	Particulars	As at September 30, 2019	As at March 31, 2019
. ASSI	ETS.	Unaudited	Audited
	current assets	7,009.70	7,152.14
	Property, plant and equipment	12.59	7,152.14
39.75	Right to Use	53.15	85.70
	Capital work in progress		144.28
	Intangible assets	134.55	19.34
	Other financial assets	1.00	14.32
	Deferred tax asset (net)	24.67	50.90
	Non-current tax asset (net)	040.54	
710.7	Other non-current assets	243.54	249.25
	Total non-current assets	7,479.20	7,715.93
	ent assets		
	Biological assets	19.74	43.75
	Inventories	3,093.84	8,862.38
(c)	Financial assets	27/20/20/20/20/20/20	
	(i) Trade receivables	14,257.76	7,298.60
	(ii) Cash and cash equivalents	15.34	89.85
	(iii) Other balances with bank	726.66	601.35
	(iv) Other financial assets	2.94	33.98
(d)	Other current assets	147.01	239.47
	Total current assets	18,263.29	17,169.38
	TOTAL ASSETS	25,742.49	24,885.31
II FOI	HTY AND LIARII ITIES		
II. EQU	IITY AND LIABILITIES		
1 Equ		4,142.68	4,142.68
1 Equ	ity	14,443.46	13,162.35
1 Equ	ity Equity share capital		13,162.35
1 Equ (a) (b)	ity Equity share capital	14,443.46	13,162.35
1 Equ (a) (b)	ity Equity share capital Other equity	14,443.46 18,586.14	13,162.35 17,305.03
1 Equ (a) (b) 2 Non (a)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings	14,443.46 18,586.14 666.78	13,162.38 17,305.03 821.58
1 Equ (a) (b) 2 Non (a)	Equity share capital Other equity  -current liabilities Financial liabilities	14,443.46 18,586.14 666.78 230.78	13,162.35 17,305.03 821.55 228.93
1 Equ (a) (b) 2 Non (a)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings	14,443.46 18,586.14 666.78	13,162.38 17,305.03 821.58
1 Equ (a) (b) 2 Non (a) (b)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions	14,443.46 18,586.14 666.78 230.78	13,162.35 17,305.03 821.55 228.93
1 Equ (a) (b) 2 Non (a) (b)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities	14,443.46 18,586.14 666.78 230.78 897.56	13,162.35 17,305.03 821.55 228.93 1,050.43
1 Equ (a) (b) 2 Non (a) (b)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities	14,443.46 18,586.14 666.78 230.78	13,162.35 17,305.03 821.55 228.93
1 Equ (a) (b) 2 Non (a) (b)	ity Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Borrowings (iii) Trade payables	14,443.46 18,586.14 666.78 230.78 897.56	13,162.35 17,305.03 821.55 228.93 1,050.43
1 Equ (a) (b) 2 Non (a) (b)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities rent liabilities Financial Liabilities (i) Borrowings	14,443.46 18,586.14 666.78 230.78 897.56	13,162.35 17,305.03 821.55 228.97 1,050.47
1 Equ (a) (b) 2 Non (a) (b)	ity Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Borrowings (iii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises	14,443.46 18,586.14 666.78 230.78 897.56	13,162.35 17,305.03 821.55 228.93 1,050.43
1 Equ (a) (b) 2 Non (a) (b)	ity Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises (iii) total outstanding dues of creditors other than micro	14,443.46 18,586.14 666.78 230.78 897.56	13,162.35 17,305.03 821.55 228.93 1,050.43 989.93
1 Equ (a) (b) 2 Non (a) (b)	ity Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Borrowings (iii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises	14,443.46 18,586.14 666.78 230.78 897.56	13,162.35 17,305.03 821.55 228.97 1,050.47
1 Equ (a) (b) 2 Non (a) (b)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Borrowings (iii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises (ii) total outstanding dues of creditors other than micro enterprises and small enterprises	14,443.46 18,586.14 666.78 230.78 897.56	13,162.35 17,305.03 821.55 228.93 1,050.43 989.93
1 Equ (a) (b) 2 Non (a) (b)	ity Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises (ii) total outstanding dues of creditors other than micro enterprises and small enterprises (iii) Lease liability	14,443.46 18,586.14 666.78 230.78 897.56 312.11 30.43 2,308.52	13,162.35 17,305.03 821.55 228.93 1,050.43 989.93
1 Equ (a) (b) 2 Non (a) (b) 3 Cur (a)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises (ii) total outstanding dues of creditors other than micro enterprises and small enterprises and small enterprises (iii) Lease liability (iv) Other financial liabilities	14,443.46 18,586.14 666.78 230.78 897.56 312.11 30.43 2,308.52 15.31	13,162.35 17,305.03 821.55 228.93 1,050.4 989.93 7.7 2,695.3
1 Equ (a) (b) 2 Non (a) (b) 3 Cur (a)	ity Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises (ii) total outstanding dues of creditors other than micro enterprises and small enterprises (iii) Lease liability (iv) Other financial liabilities Provisions	14,443.46 18,586.14 666.78 230.78 897.56 312.11 30.43 2,308.52 15.31 3,069.57	13,162.35 17,305.03 821.55 228.93 1,050.4 989.93 7.7 2,695.3
1 Equ (a) (b) 2 Non (a) (b) 3 Cur (a) (b) (c)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises (ii) total outstanding dues of creditors other than micro enterprises and small enterprises and small enterprises (iii) Lease liability (iv) Other financial liabilities Provisions Other current liabilities	14,443.46 18,586.14 666.78 230.78 897.56 312.11 30.43 2,308.52 15.31 3,069.57 35.87	13,162.35 17,305.03 821.55 228.93 1,050.4 989.93 7.7 2,695.3 2,534.2 166.2
1 Equ (a) (b) 2 Non (a) (b) 3 Cur (a) (b) (c)	ity Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises (ii) total outstanding dues of creditors other than micro enterprises and small enterprises (iii) Lease liability (iv) Other financial liabilities Provisions	14,443.46 18,586.14 666.78 230.78 897.56 312.11 30.43 2,308.52 15.31 3,069.57 35.87 381.91	13,162.35 17,305.03 821.55 228.93 1,050.4 989.93 7.7 2,695.3 2,534.2 166.2
1 Equ (a) (b) 2 Non (a) (b) 3 Cur (a) (b) (c)	Equity share capital Other equity  -current liabilities Financial liabilities (i) Borrowings Provisions Total non-current liabilities  rent liabilities Financial Liabilities (i) Borrowings (ii) Trade payables (i) total outstanding dues of micro enterprises and small enterprises (ii) total outstanding dues of creditors other than micro enterprises and small enterprises (iii) Lease liability (iv) Other financial liabilities Provisions Other current liabilities Current tax liabilities (net)	14,443.46 18,586.14 666.78 230.78 897.56 312.11 30.43 2,308.52 15.31 3,069.57 35.87 381.91 105.07	13,162.35 17,305.03 821.55 228.93 1,050.4 989.95 7.7 2,695.3 - 2,534.2 166.2 136.1

### THE WATERBASE LIMITED

CIN: L05005AP1987PLC018436

Registered Office: Ananthapuram Village, Nellore, Andhra Pradesh - 524 344

#### STATEMENT OF CASH FLOWS FOR THE HALF YEAR ENDED SEPTEMBER 30, 2019

(Rs. in Lakhs)

	Particulars	September 30, 2019	September 30, 2018	
		Unaudited	Unaudited	
	Profit Before Tax	2,726.45	4,064.74	
	Operating Profit Before Working Capial Changes	3,469.77	4,795.19	
A.	Net Cash From Operating Activities	1,915.69	2,409.51	
В.	Net Cash Used in Investing Activities	(234.93)	(957.24	
C.	Net Cash Used in Financing Activities	(1,077.43)	(1,372.94	
	Net Change In Cash And Cash Equivalents (A+B+C)	603.33	79.33	
	Cash and cash equivalents at the beginning of the period	(900.10)	(743.58	
	Cash and cash equivalents at the end of the period	(296.77)	(664.25	
	Net increase in cash and cash equivalents	603.33	79.33	

#### Notes:

- a) There is only one reportable segment namely Manufacture & Sale of Shrimp Feed as envisaged in Ind AS 108 on 'Operating Segments' and information pertaining to segment is not applicable for the Company. This is consistent with the internal reporting to the chief operating decision makers.
- b) In view of the seasonal nature of Aquaculture Industry, the financial results of the quarter are not indicative of full year performance.
- c) The above results were reviewed by the Audit Committee and approved by the Board of Directors of the Company at its meeting held on November 14, 2019.
- d) Effective April 01, 2019, the Company has adopted Ind AS 116 Leases and applied the revised standard to all lease contracts existing on April 01, 2019, using the modified retrospective method, with the cumulative adjustments to retained earnings, on the date of initial application. Accordingly, comparatives for the year ended March 31, 2019 have not been restated.
- e) During the quarter ended September 30, 2019, the Company has exercised the option of availing the lower tax rate as per the tax regime announced under section 115BAA of the Income Tax Act, 1961. Accordingly, (a) the provision for current and deferred tax has been determined at the rate of 25.17% and (b) the deferred tax assets and deferred tax liabilities as on April 01, 2019 have been restated at the rate of 25.17%. As a result, the current tax expenses for the quarter and six months ended September 30, 2019 is lower by Rs. 274.92 Lakhs and deferred tax expense for the quarter and six months ended September 30, 2019 is higher by Rs. 8.67 Lakhs.
- f) This Statement is as per Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
- g) Figures of the previous quarters / periods have been regrouped / rearranged wherever considered necessary to enable comparability of the current year's position of financial results with that of the relative previous year's position.

Place:

New Delhi

Date:

November 14, 2019

By order of the Board

Vikramaditya Mohan Thapar

Chairman

DIN: 30967

# **Deloitte Haskins & Sells LLP**

Chartered Accountants 13th & 14th Floor Building - Omega Bengal Intelligent Park Block - EP & GP. Sector - V Salt Lake Electronics Complex Kolkata - 700 091 West Bengal, India

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#### INDEPENDENT AUDITOR'S REVIEW REPORT ON REVIEW OF INTERIM FINANCIAL RESULTS

#### TO THE BOARD OF DIRECTORS OF THE WATERASE LIMITED

- 1. We have reviewed the accompanying Statement of Unaudited Financial Results of THE WATERBASE LIMITED ("the Company"), for the quarter and half year ended September 30, 2019 ("the Statement"), being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.
- 2. This Statement which is the responsibility of the Company's Management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in the Indian Accounting Standard 34 "Interim Financial Reporting" ("Ind AS 34"), prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
- 3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity', issued by the Institute of Chartered Accountants of India (ICAI). A review of interim financial information consists of making inquiries, primarily of the Company's personnel responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing specified under section 143(10) of the Companies Act, 2013 and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.
- 4. Based on our review conducted as stated in paragraph 3 above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

For Deloitte Haskins & Sells LLP

Chartered Accountants

(Firm's Registration No. 117366W/W-100018)

Partner

(Membership No. 054785)

UDIN: 19054785 AAAA EN5707

Kolkata, November 14, 2019





### The Waterbase Limited announces Q2 FY20 Results

Registers a revenue of Rs. 94 Crore in Q2 amidst volatile industry conditions and resolute enforcement of tighter credit control across distribution network

Making steady progress towards elevating business model, supporting revenue streams from Hatchery and Farmcare products are ramping up well

# Financial Highlights - Q2FY20

- Total Income stood at Rs. 94.4 crores
- PBT of Rs. 9.7 crores
- PAT stood at Rs. 8.9 crores

Chennai, November 14, 2019: The Waterbase Ltd. (TWL), pioneer in the Indian Aquaculture Industry with integrated offerings of hatcheries, shrimp feed and farmcare products supported by shrimp processing capacities, has announced its financial results for the quarter and half year ended September 30, 2019.

# CEO's message

Commenting on the results, Mr. Ramakanth V. Akula, CEO said, "We have witnessed an improvement in industry dynamics in this phase of the current farming season. Delayed onset of the first phase of the farming season this year, due to extended winter and lower farm gate prices, led to reduced acreage, lower stocking in ponds, and consequently subdued demand for feed. Farm gate prices and sentiments are much improved now.

Farmcare products continued to perform well enjoying growth in volumes due to repeat orders as well as inroads into newer markets. Our Vannamei Hatchery has received an overwhelming response from farmers – this is helping us to further strengthen our market connect. Very importantly, in the feed business, we have rigorously implemented greater credit discipline across our network and while this has impacted the feed volumes this year, it significantly enhances the quality of revenues on a long-term basis.

Global demand for shrimp remains robust and India is favourably placed as a supplier with potential for growth and value-addition. As a niche player, we are confident that our brand salience, improved national presence, better credit discipline and strengthened business model with multiple revenue streams, positions us very strongly to create significant value for shareholders."





# Other Highlights

- Improving Farm gate and Export prices augurs well for Feed business Soft performance of Feed business in the recent quarters was largely attributable to delayed start to the farming season and subdued stocking levels. However, gradual improvement in farm gate and export prices is helping to revive farmer's sentiments auguring well for the business. The company's attempts towards targeting newer, faster growing markets coupled with consolidating its presence in existing pockets should help it drive the business momentum
- Farm care products continue to deliver growth Strong demand from customers continue to drive strong volume growth for the business. Seeing higher penetration in target markets on the back of improving acceptancy ratio.
- Commencement of Hatchery operations The Company's hatchery operations have commenced positively. Response from farmers has been extremely positive reflected in multiple repeat orders.

-- ENDS --

### **About The Waterbase Limited:**

Registered Office: Ananthapuram Village, Nellore - 524 344, Andhra Pradesh

CIN: L05005AP1987PLC018436

The Waterbase Ltd. (TWL) is one of India's leading aquaculture companies. The Company is currently focused on manufacture of shrimp feed and processing of shrimp for export. TWL operates its Shrimp Feed Mills and processing plant near Nellore in Andhra Pradesh. Its processing plant is FDA and BAP approved, EU Listed and HACCP Certified. The Company offers farmcare products under the 'Baylife' brand and has also recently commissioned Phase 1 of its Vannamei hatchery.

Promoted by the Karam Chand Thapar Group, TWL owns several popular brands of shrimp feed that are of high quality, freshness, appropriate calorific value and rich in nutrients. Its shrimp feed brands enjoy strong acceptance in the shrimp farming community in India. Its processed shrimp is marketed across Europe, Japan, Asia and the USA.

Over the last two decades, the Company has played a key role in spreading scientific shrimp farming in India and has provided training and support in farming techniques to several thousands of farmers across the Country. The Company's R&D efforts are focused on enhancing the quality and efficiency of feeds to meet differing farming requirements of aqua culturists.

TWL is listed on the Bombay Stock Exchange of India.

For more information about us, please visit <u>www.waterbaseindia.com</u> or contact:

Mr. R. Achuthan (CS & CO) Mayank Vaswani / Suraj Digawalekar

The Waterbase Limited CDR India

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Email: <u>achuthanr@waterbaseindia.com</u> Email: <u>mayank@cdr-india.com</u> / <u>suraj@cdr-india.com</u>

#### **DISCLAIMER:**

The information in this release has been included in good faith and is for general purposes only. It should not be relied upon for any specific purpose and no representation or warranty is given as regards to its accuracy or completeness. No information in this press release shall constitute an invitation to invest in The Waterbase India Limited or any of its affiliates. Neither The Waterbase India Limited, their affiliates nor their or their affiliates' officers, employees or agents shall be liable for any loss, damage or expense arising out of any action taken on the basis of this release, including, without limitation, any loss of profit, indirect, incidental or consequential loss.

#### Annexure- I

#### Brief profile of Ms. Shashikala Venkatraman

Ms. Shashikala Venkatraman has more than three decades of experience in consumer insight, brand development, brand strategy, communication, marketing operations and business in India, USA, UK and UAE.

In the past, Ms. Shashikala Venkatraman was the Chief Operating Officer at Worldwide Media Private Limited (WWM) reporting to the Board. WWM was a joint venture between BBC magazines and The Times of India and published leading magazines such as Femina, Filmfare, TopGear, Grazia, Hello! and popular events like the Filmfare & Femina awards. Under her stewardship, Femina and Filmfare were both successfully re-positioned and re-launched. Prior to that, in London, she worked in the marketing department of British Airways group looking after the areas of Customer services monitoring and the Concorde experience. She was nominated to work with the London Business School and The Judge Institute, Cambridge University to develop marketing metrics and helped to quantify the impact of customer service on the bottom line (Sears model) for the airline.

After completing her Masters in Management from Bombay University, Ms. Shashikala Venkatraman has done an Advanced Management Program in Financial Management from XLRI Jamshedpur and also an Advanced Management Program in Marketing Strategy from London Business School. She has been the only Indian recipient of the ESOMAR Bursary and trained with Unilever in London in her early years in the industry.

Running her own consulting practice, she is currently also an advisor to Multiples Private Equity and their portfolio companies. She is a Director of Ironman Media and Advisory Services Private Limited, Mumbai where she has co-founded My Liveable City, an International quarterly magazine and platform that aims to educate, inspire and helps in development of cities.