



A S Raghunath,

A media practitioner of 33 years, having worked in diverse media related professions.

Currently associated as Brand/Marketing Consultants with:

- **Sakshi**, the No. 1 Telugu Newspaper, Andhra Pradesh
- **Prabhat Khabar** as Brand Development Consultant
- **DLA**, splinter group of Amar Ujala, with base in Agra, Meerut, Ghaziabad and Jhansi
- **Pudhari, Kolhapur**, as its space marketing consultant.

Previously associated with:

- **Dainik Jagran Group** as National Head, Brand & Product development, Delhi
- **Rajasthan Patrika**, as Brand Development consultant for Gujarat
- **Gujarat Samachar**, Ahmedabad as their Brand Consultant with Gujarat Samachar
- **Deccan Chronicle, Vaartha** at different times on Space marketing projects in Gujarat.
- **Andhra Jyothi** as its Brand Consultant
- **Dharitiri** as an advisor
- **Deshonnati Group** of Publications, Nagpur, as their brand consultants
- **Daily Thanthi** for space marketing.
- **Hindustan Times Limited** as Business Head in Ahmedabad
- **Hindustan Times Limited** as its founding Ad Manager for Patna establishment
- **Maadhyam advertising Agency** in Patna, as Agency Head.
- **Wheels advertising agency**, Jamshedpur, as Agency Head

Member:

- NRSC[National Readership Studies Council, Mumbai] Technical Committee
- Ahmedabad Management Association, Ahmedabad
- Delhi Management Association, Delhi

Guest Faculty:

- MICA- (Mudra Institute of Communications, Ahmedabad)
- FMCC (Futuristix Media Communication Centre), Delhi
- JimmC (Jagran Institute of Management and Mass Communications, Delhi)
- Roorkee Management Institute
- IPM, Ghaziabad
- Symbiosis Inst. Of Mass Communications