



## Session 2 - Long-Term Strategy - CEO's Perspectives

Thursday, September 22, 2022

1100 - 1200 Hrs

Welcome



**Deepshikha Dharmaraj**  
Treasurer, PAFI and  
Chief Executive Officer  
BCW India Group

With over 28 years of rich and diverse experience in public relations and communications, Deepshikha Dharmaraj is one of the most respected leaders in the industry in India. As the Chief Executive Officer of Genesis BCW, she oversees the organization and implements its growth strategy. She is also a member of the BCW India Board, which manages the growth strategy of BCW India Group.

Deepshikha provides strategic counsel to the firm's marquee clients and guides and works closely with client leaders to formulate integrated communications strategies for clients across sectors. A firm believer in conceptualizing measurable and impactful campaigns, she champions creativity and measurement across the organization and the industry.