



BUSINESS PERSONA

Anooja Bashir



AN EYE FOR ENTREPRENEUR

An entrepreneurial journey of passionate woman who took her ventures to success with her Business strategy, Marketing implementation and Innovative approaches.

PROFILES HANDLE

- Founder & CEO, Ourea
- Co-Founder, CMO, FlexiCloud
- CMO, PokketCFO
- Founder, COO, LIKES
- Founder Anooja initiatives
- Founder & CEO, NEED
- Co-Founder, COO, Digitaliz



PROFESSIONAL EXPERIENCE

- A CEO by profession, Women empowerment enthusiast, Business Leader, Brand & Marketing Strategist, Business Coach, Startup mentor and SME's with a 20+ corporate experience across India and GCC countries.
- A customer driven marketing expert with more than 20 + years corporate experience in multi-channel marketing and customer experience strategies to elevate brand awareness, increase engagement, deliver exponential conversion and sales uplift, with managing B2B and B2C clients from various sectors.



PROFESSIONAL EXPERIENCE

- Her Forte includes Branding & management, Strategic Marketing, Business Planning, and Sales & Marketing. She also has been consulted for leadership development.
- She has coached CXO S for startup and Budding Entrepreneurs.
- Anooja has spoken across national and international forum as a key note speaker on Josh talks and a 3 times TedX Speaker.
- Currently She is involved with her startup FlexiCloud A managed Cloud Hosting Platform (PAAS) that brings all public clouds under one umbrella allowing users to choose their own cloud servers, location and Application.

FEELS GOOD
TO BE BACK





LET'S EXPERTISE WITH ANOOJA

Donning many hats, Anooja is the jack of all trades. Let's pan through what field expertise she can provide:



BRAND CUSTODIAN

A brand requires adequate knowledge and plan for implementation to make it visible to its targeted audience. Anooja eyes the potential in your brand and carves a canvas through her artistic pitch for that perfect business. Her USP is that she envisions a project as her own, adding a personal touch to the brand.



MARKETING STRATEGIST

Anooja is someone who thrive for the implementation of marketing strategies. She not only complete extensive research to identify new marketing opportunities, but she also develop innovative concepts to promote brand awareness. She utilizes marketing tactics to promote a brand's product or service in order to retain and attract customers.



LET'S EXPERTISE WITH ANOOJA



START-UP MENTOR

A mentor is someone who leads the potential aspirant to their goal. With Anooja's pool of expertise and vision, not only a beginner can gain a fruitful insight, but, her personalised dealing makes it more of an achievable dream come true. Start-ups are her forte and no one knows it better than a diamond cutter as to how the diamond gained its lustre!



BUSINESS COACH

Enabling the right path to a budding entrepreneur is what Anooja is upskilled in. Be it mentoring the business idea or charting out that map of goals, or coaching the right business acumen for you, she has it sketched it optimally.



LET'S EXPERTISE WITH ANOOJA



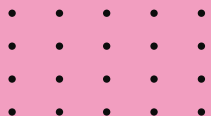
CORPORATE CONSULTANT

Anooja Bashir serves as an outside pair of eyes that provides expert advice to companies trying to resolve their business problems. Her Corporate consultant service has helped many corporates to solve issues like low productivity, poor company culture, slow growth, and insufficient revenue, among many others.



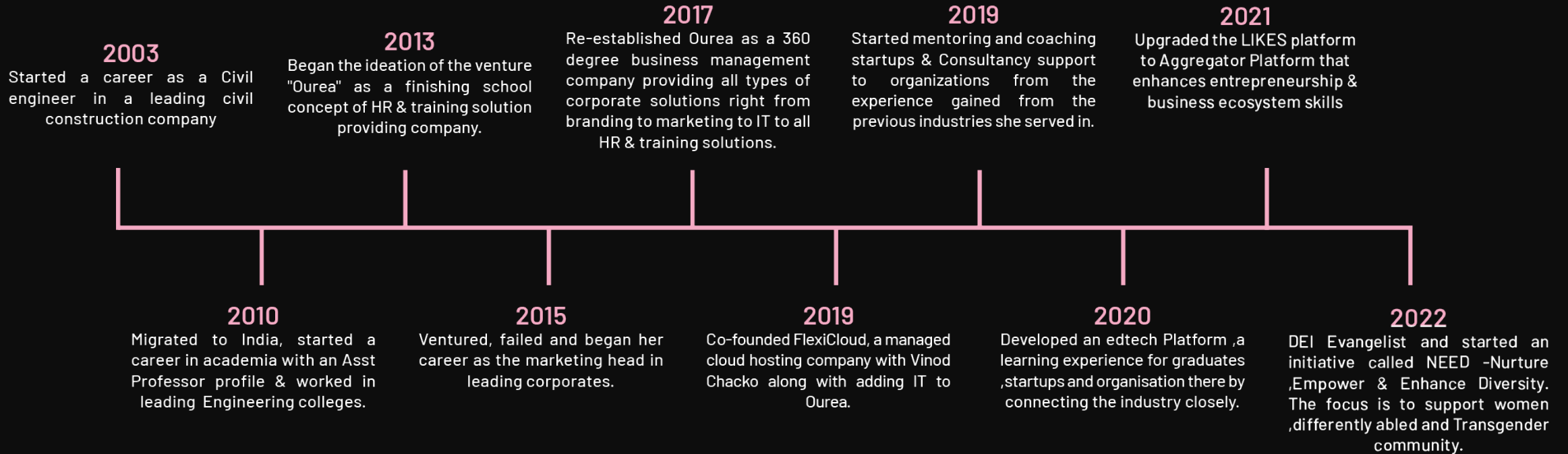
SOCIAL ENTREPRENEUR

Anooja Bashir also serves a great part of her life in social entrepreneurship. She is a person who pursues novel applications that have the potential to solve community based problems. She is willing to take on the risk and effort to create positive changes in society through her initiatives. Since profit making is her secondary objective, Anooja possess a very high level of motivation and a she is part of the visionaries who aim at bringing changes in the way things are.





PROFESSIONAL TIMELINE



FEATURES & RECOGNITION

She has been covered in leading print and digital mediums like Fortune India, Entrepreneur India, Your story, The week & Insight success stories. She has also been covered in leading news channels like



AWARDS & LAURELS

An euphoric saga of a Anooja was recognised through innumerable laurels, but some of them included on international and national platforms for woman Entrepreneurship, woman disruptors, Business consultant, Brand management & leadership.



ENTREPRENEUR AWARDS

- India 500 MSME awards women entrepreneur award.
- The Best Woman Entrepreneur Award by the Kerala Startup awards 2021.
- The Entrepreneur of the year 2021 award by Indian Achievers Forum.
- Business Influencer Award from Woman achievers -Mrs India
- Best Business Woman of 2021,- Powerful Woman Awards 2021 - Crazytales.
- Finalist for the Woman Entrepreneur of the year 2021, For Entrepreneur India And Franchise median.

AWARDS ASSOCIATED WITH VENTURE

- TiE Woman Kerala winner – Runnerup
- Most Promising Tech Company by Silicon India.
- Woman Entrepreneur in Technological Innovation by Adgully.
- \Selected as Top 100 Startups for IIIE Conclave

AWARDS & LAURELS

LEADERSHIP AWARDS

- Nominated for ET Most Promising Woman Leaders 2021.
- KSUM Scale Up Grant Winner
- Women Leadership Achievement Award by World Women Leadership Congress.
- Women CEO Award by IIWA.
- GSIR IIWA Award.
- WEF Woman of Excellence Award
- Selected for Asia One - Business Leader Excellence Award.

OTHER RECOGNITIONS

- Multiple times TEDx Speaker
- Josh Talks Speaker.
- State Representative for CII IWN South Kerala for Branding
- Presedent WICCI Brand & Marketing.
- President for Kerala Womennovator.
- Startup Mentor to 20+ Incubators.



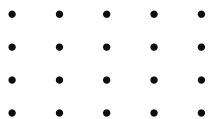
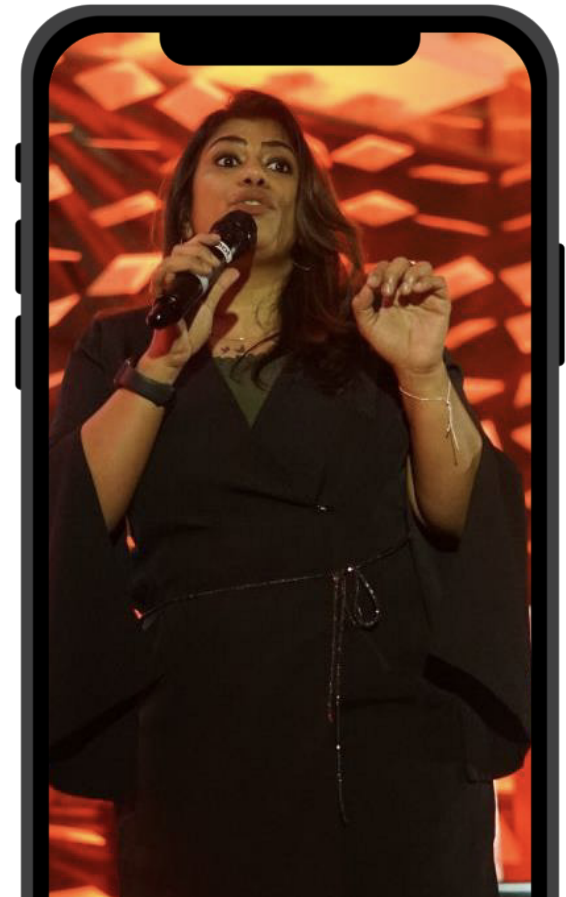
SPEAKER

Her journey of success was nominated for TEDx. Her narrative was pitched in Josh talks. She has been an international speaker representing India in various platforms connected to entrepreneurial summits and workshops.



▲ TEDx talk at
TEDx Kalamassery

▶ TEDx MACE at Mar Athanasius
College, Kothamangalam



SPEAKER



▲ Speaker on Josh Talks



▲ Business world Woman Disruptors Panel

▼ Entrepreneurial summit by 3G & world book of Guinness



▲ Big educators leap with Sadguru



▲ Asianet News Interview



▲ Asianet Disney Hotstar Interview

SPEAKER



▲ IEDC Submit 2023



▲ WEF - Women Economic Forum



▲ Huddle Global



▲ Women Startup Summit 2022

CHAIR AND MEMBERSHIP

A success is earmarked not only through the laurels, but, also by contributing those qualities with society and its core groups working towards it. Anooja believes in sharing and uplifting the eco-system of entrepreneurship and business and so she is actively involved in groups promoting in uniting the cause of working together for a better ecology.

- She is currently the President of WICCI, Branding & marketing Category, Kerala Chapter.
- She is state representative for Kerala for IWN/CII Branding.
- She is mentor to 25 incubators including KSUM, TiE, Nasscom, Wadhwani, IIM Kashipur, IIT Kanpur, IIT Mumbai, IIT Mandi, JECRC, AICJNUFI, Atal Mission, Niti Aayog, Startup grind, Startup Culture & Mentorx.
- She is an active member of KMA, JCI, DWEN (Dell Woman Entrepreneur Network), IIMB, FICCI, IWIL, NASCOM & 10,000 Startups.



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HER INITIATIVES

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OUREA

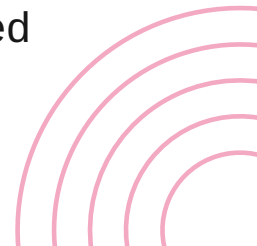


Ourea is a prominent 360-degree business solution providing company in Kochi, India providing strategic business solutions to B2B & B2C Clients. Ourea focuses on branding & designing, strategic marketing, web development solutions along with world-class corporate solutions in HR & Corporate Training. We work alongside firms as their most dependable branding & web development partners so that they could focus on the bare business essentials. In nut shell, we are one stop solutions for your business & professional needs.

FLEXICLOUD



Cloud is never a hurdle with FlexiCloud. FlexiCloud is a fast, secure & reliable managed cloud Hosting service which she co-founded with the founder Chacko solving hosting issues with quick response & high Performance. The duo managed to create a large clientele all across the globe for this venture. FlexiCloud takes care of all applications no matter the location where it is hosted or how much is the traffic it has. By Providing support service round the clock every day, All our servers are packed with guaranteed backups and can go back to its previous version of your application anytime.

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HER INITIATIVES



LIKES

For the LIKES of all - Walking through the expertise of corporate and academia for more than a decade made Anooja incubate a finishing school concept with a program called LIKES Learning Innovative Key Employability Skills. This was modelled with the reference of Panchathatva theory of life to provide the amateurs the five essential skills to enhance the odds of employability.



OUREASOUL

With her innovative thinking and creativity, she led the creative wing of Oureacorp; Ms. Anooja Bashir's creative and artistic approach takes Oureansoul to success. The company dealing with interior designing, events, and photography is slowly and steadily achieving its milestone under the guidance of Ms. Anooja Bashir. Contact us to know more about our creative services.



HER INITIATIVES



Managing finance with ease

POKKET CFO

PokketCFO is a group of professionals consisting of Chartered Accountants, Lawyers and Company Secretaries from various professional bodies in India who will manage all your mandatory and regulatory requirements like bookkeeping and accounting on a global scale, government compliances like GST-EPF-ESI-TDS-Income Tax- ROC Compliance, legal agreement, licences to run a business etc. PokketCFO specialises in Financial Modelling, Pitch Presentation, and other Fundraiser Compliances.

DIGITALIZ



Digitalize is a SAAS platform which is into the development of web and mob applications. The venture is also focused on creating customized software solutions like erp, crm and other integrated platforms. Digitalize also specializes in developing membership platforms and other customized applications as per customer needs.

SOCIAL INITIATIVES

ANOOJA INITIATIVES



Some unexpected experiences will have a profound effect on anyone. A mind that is busy & leaping will be stuck with it, remembering something that was lost. They say it brings new meaning to life, which influences someone to get meaning and purpose in someone else's life. Anooja Bashir, who went for business purposes in Bangalore, was influenced by this experience and went up ahead for the support of the people in need. After experiencing such sightings, she found a method for services to people creating "NIRVANAA", where such humanitarian causes are met. She conveyed this idea to her social entrepreneur friends who backed her up in this initiative, providing all the support they could.

Our agenda is that each person has duties and obligations to their community and our activity has always been following this principle of communal harmony.

To Know more about the initiative go to www.anoojainitiatives.com



SOCIAL INITIATIVES

ANOOJA INITIATIVES

The Initiative supports the needy with the following:

HUNGER SUPPORT

The Initiative has done a campaign named 100 meals for 100 days. The volunteers of the campaign delivered food for 3 times in a day to Orphanages, Mental Asylums, Old age homes, childcare center and government hospitals for 100 days.

EDUCATIONAL SUPPORT

The founder of the Initiative supported 5 girl child's to continue their secondary education and help them to have a career in life.

WOMEN EMPOWERMENT

The Initiative as a part of DEI activities support and empower women in both professional and business ecosystem. The members encourage women who has taken break to join companies and enhance the women workforce.

The system also supports women entrepreneurs in mentoring areas.

Our Other Supports

- ✓ Legal Aspects
- ✓ Accidental Care
- ✓ Mother & Child



Anooja Initiatives
SERVING THE SOULS



SOCIAL ENTREPRENEURSHIP



**NURTURING
EMPOWERING
ENHANCING
DIVERSITY**

NEED

Being active in Diversity, Inclusion and Equity segment,
NEED emphasis on supporting mainly three sectors

- Women
- Differently Disabled
- Transgender's

NEED aims to support and empower Diversity with the following activities

ENTREPRENEURIAL & BUSINESS ECOSYSTEM

Support all the three sectors to empower themselves to be great entrepreneurs and mentor them in core areas to scale their business.

MENTAL HEALTH

In collaboration with WICCI and few other mental health initiative we have done programs to help people fight with their depressions, anxieties and other phobia's.

We are arranged various seminars especially during COVID times so as to help people cope with concerned scenario.

*Understand and respect your worth,
let no other being decide who you are.
You are the master of your life and
work towards being you.*



Anooja Bashir



STARTUP MENTOR



ASSOCIATED WITH



OUR CLIENTS



OUR CLIENTS

CLIENT TESTIMONIALS

Anooja is quintessential Entrepreneur with a clear vision and roadmap. I have admired her passion and commitment and the energy she exudes is infectious I am privy to the hard work she is putting on her venture. She embodies the 4 Ps to be successful -Passion, Perseverance, Personality and Pro activeness. I have no doubt that Ourea is climbing to a known name in business circles with its branding and marketing expertise .

Atul Raj
Executive Vice President, Global Marketing
Wadhwani Foundation

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Anooja is one of the most creative person I have associated for various ventures .Her venture Ourea has successfully emerged in a holistic way exhibiting superb works across design business ecology. Be it strategy or creativity ,she has been doing it outstanding Her initiatives, verves and gumption excelled in all spades coz of her commitment and passion.

Anushka Iyer
Founder & CEO Wiggles.in

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CLIENT TESTIMONIALS

I have known Anooja for many years ,but the depth and width of her marketing knowledge never ceases to amaze me. Her two traits distinguish her from her competitors -One is her uncanny abilities of creating awesome designs for brands and the other is her focus on marketing as a strategic support to business objectives.

Murali Krishna
Head, Investments & Strategy Kolte Patil Group

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Anooja exemplifies a rock domain knowledge which makes a great coach and a speaker .Her authenticity over the verticals she handles is worth appreciating .It's indeed a privilege to collaborate and work together on training domain as she brings magic to every assignment she takes up. I strongly vouch Ourea over its competitor's for their standard quality they maintain with speed in project delivery.

Sadaru Chowdary
Founder and CEO Vanaaha academy

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“
*Being extra ordinary is
Not natural, it's a Choice...*
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Anooja Bashir



Personal

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