



# Business Persona

*Anooja Bashir*





# An **Eye** for Entrepreneur

An entrepreneurial journey of a professional who navigated her ventures to success through astute business strategies, effective marketing implementations and innovative approaches.



- ▶ **Founder Ourea**
- ▶ **Co-Founder, CEO, FlexiCloud**
- ▶ **Founder & CEO, NEED**
- ▶ **Co-Founder, PokketCFO**
- ▶ **Founder, Anooja Initiatives**

# Professional Experience

- ▶ A seasoned CEO and visionary leader with 20+ years of experience across India and GCC, passionate about women's empowerment, strategic branding, and startup mentoring.
- ▶ A customer-centric marketing specialist with two decades of corporate expertise in multi-channel strategies and customer experience, driving brand recognition, engagement, and sales growth across B2B and B2C sectors.
- ▶ A trusted business coach and SME advocate, driving innovation and growth with purpose.





# Professional Experience

- ▶ Anooja Bashir's expertise in branding and strategic marketing has secured her the 3rd position in the Branding & Marketing domain on the Favicon ranking.
- ▶ Ms. Bashir holds the distinction of being the first woman entrepreneur from Kerala to receive the ET Inspiring Leader Award and to be featured on the iconic Times Square billboard in NYC. Renowned for her business acumen, she is a sought-after consultant, providing
- ▶ invaluable guidance to startups.

Anooja is a distinguished speaker, having delivered keynotes at national and international forums, including Josh Talks and three TEDx events.

- ▶ Anooja, CEO of FlexiCloud, is driving her startup, recently securing series funding and recognition in Forbes DGEMS Top 200.



# Let's Expertise with **Anooja**

With a diverse skill set, Anooja excels in a variety of areas. Let's explore the fields of expertise she can offer:



## Brand Custodian

As a brand custodian, Anooja recognizes the importance of a well-informed strategy for making a brand stand out in front of its intended audience. She possesses a keen insight into your brand's potential and crafts a unique vision through her creative approach to business. Her distinguishing feature lies in her ability to embrace a project as her own, infusing a personal touch that enhances the brand's identity.



## MARKETING STRATEGIST

Anooja is a dedicated advocate for the implementation of marketing strategies. She excels at conducting thorough research to identify novel marketing prospects and is known for her ability to conceptualize innovative approaches that enhance brand visibility. She adeptly employs various marketing tactics to promote a brand's products or services, fostering customer retention & attraction.



# Let's Expertise with Anooja



## Start-Up Mentor

Ms. Bashir serves as a valuable startup mentor, guiding aspiring entrepreneurs toward their goals. Her wealth of expertise and visionary approach not only provide beginners with insightful knowledge but also transform their dreams into attainable realities. Start-ups are her specialty and she possesses the skills to enhance their potential, much like a skilled diamond cutter brings out the diamond's brilliance.

## Business Coach

Guiding aspiring entrepreneurs on the path to success is one of Anooja's core skills. Whether it's providing mentorship for a business idea, mapping out strategic goals, or coaching on essential business acumen, she excels in delivering optimal guidance



# Let's Expertise with Anooja



## Corporate Consultant

Anooja Bashir also plays a role as an external expert, offering valuable insights and solutions for companies facing various business challenges. Her Corporate Consulting services have effectively addressed issues such as low productivity, negative company culture, slow growth and inadequate revenue generation, among others.



## Social Entrepreneur

Anooja Bashir dedicates a significant part of her life to social entrepreneurship. She is driven by the pursuit of innovative solutions to address community-based challenges. Anooja is willing to take risks and put in considerable effort to create positive societal changes through her initiatives. While generating profits is a secondary objective for her, she embodies philanthropy and possesses a strong motivation to drive transformative change. Anooja belongs to a group of visionaries committed to reshaping the status quo.



# Business Influencer

- ▶ Anooja Bashir is a highly sought-after business influencer on LinkedIn and Instagram, renowned for her extensive knowledge and expertise in marketing strategies, content creation, entrepreneurship, and personal branding. With a notable track record, she has collaborated with prestigious brands such as HSBC, PUMA, Britannia, Make My Trip, KEKA Academy, Airtel, Vivo, ICICI, and many others as an influencer marketer.
- ▶ Anooja has collaborated with over 100 startups and businesses, leveraging her influence to forge strong connections with target audiences. Her efforts have been pivotal in achieving maximum brand visibility and exceptional marketing campaign success.





# 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

# Awards & Laurels

The euphoric saga of Anooja was recognized through innumerable laurels, some of which included international and national platforms for women entrepreneurship, women disruptors, business consultancy, brand management, and 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 & Franchise median.
- ▶ 40 Under 40 award by Indian Alerts.
- ▶ Top notch Brand Strategist and Mentor of India by Times Now
- ▶ Red FM 93.95 – Red Shakti Award





# Awards & Laurels

Ms. Bashir has been instrumental as a founder, leader, and CEO in driving startups to success, transforming them into widely recognized and celebrated brands.

## Awards Associated With Venture

- ▶ Forbes Select 200 Companies at DGEMS 2024
- ▶ Times Now Award for Excellence in Mentoring & Consulting 2024
- ▶ TieCon Kerala Start-up Entrepreneur of the Year 2024
- ▶ 50 Entrepreneur of the Year 2023 award by Indian Alerts.
- ▶ Kerala Brand Leader Award for Ourea by World Leader Congress 2023
- ▶ CEO of the Year award at The Globex Business/Conclave & Awards 2023
- ▶ Most Promising IT Startup by India 500 MSME award 2022
- ▶ TiE Woman Kerala winner - Runner-up. 2022
- ▶ Most Promising Tech Company by Silicon India. 2022
- ▶ Woman Entrepreneur in Technological Innovation by Adgully. 2021
- ▶ Selected as Top 100 Startups for IIIE Conclave.



# Awards & Laurels

## Leadership Awards

- ▶ 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
- ▶ Woman Leader's Award – Asia & MENA Region
- ▶ Inspiring Leader & Ambassador for Human Rights &
- ▶ Women's Empowerment 2024, in collaboration with the UN Global Compact
- ▶ ET Inspiring Women Leaders







# Awards & Laurels

## 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
- ▶ 50 Entrepreneurs Award 2023 by India Alerts
- ▶ Viksit Bharat - Woman Ambassador in assoiation with Womenovator
- ▶ In partnership with PM Narendra Modi App initiative- Visit Bharat Abhiyan
- ▶ Featured on Times NYC Square



**Visionary Entrepreneur**  
**Times Seaboard Summit**  
 (Leaders of Tomorrow) 2024



**TBA – Times Business**  
**Award 2024**



**ET Inspiring**  
**Women Leaders**





**Most Enterprising Women Entrepreneur  
Of the Year (Branding & Communications)**



**50 Entrepreneurs of the Year 2023**





**TieCon Kerala Awards -Entrepreneur of  
the year 2024 (Startup )**



**Change Maker 2024 - SHEROES Breaking Stereotype  
by Hues of Life in association with Vanitha Commission**





**Red Shakti Awards**



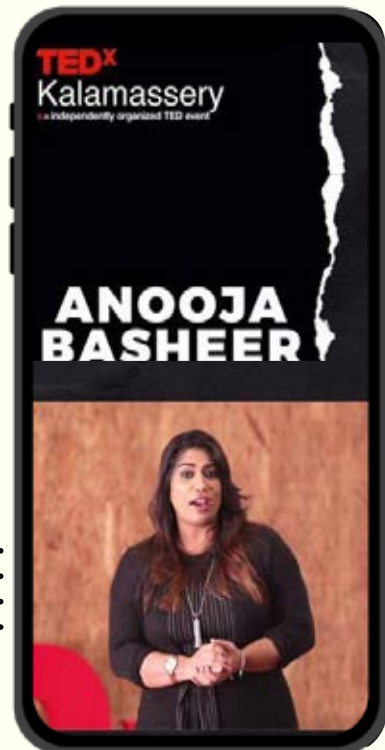
**Women Entrepreneur Of The Year  
Award At The Globex Business  
Conclave & Awards 2024**

# 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**



**TEDx Bocconi,  
Mumbai**



**TEDx LNCT Bhopal**





# Speaker



Entrepreneurial Summit by  
3G & World Book of Guinness



▲ Speaker on Josh Talks



▲ Big Educators Leap  
with Sadhguru



▲ Asianet News Interview



▲ Business World Woman Disruptors Panel



▲ Asianet Disney Hotstar Interview

# Speaker



▲ IEDC Summit 2023



▲ WEF - Women Economic Forum



▲ Huddle Global



▲ Women Startup Summit 2022



# Speaker



▲ CII, IWN Annual Conference, Bangalore



▲ JGU (Jindal Group of University) Leadership Conclave



▲ WTM Speaker (Google)



▲ Word Camp Speaker

# Speaker



▲ Business Leadership League, IIT Madras



▲ UN Women, Gender Park, Kerala



▲ Red Carpet  
TV Interview



▲ IIT Allahabad



▲ Delhi Innovation Summit, IIT Delhi



# Speaker



▲ Guest Speaker at IIM Lucknow



▲ Keynote Speaker at Symbiosis Institute of Business Management



▲ Panel Speaker at Huddle Global, Kerala Startup Mission



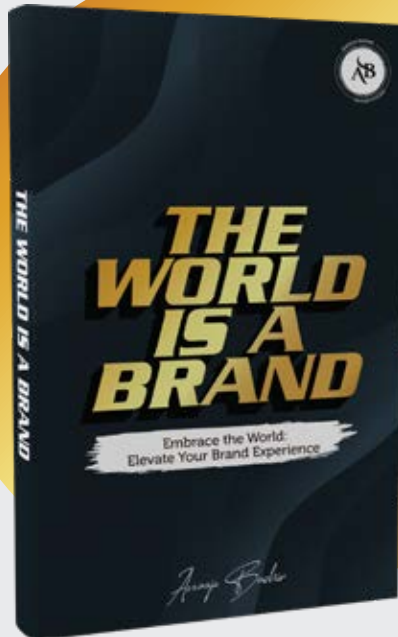
▲ Podcast with Sharan Hegde, 1% Club



▲ Chief Guest at Vishwa Vishwani Institute of Systems and Management for Lakshya 2024 Convocation Ceremony

# Author

## BOOK LAUNCH



She has yet another impressive achievement to her name as an author. Her debut book, titled "The World is a Brand," delves into the world of branding and marketing strategies. This book was unveiled by Member of Parliament Hibi Eden at the prestigious Mockingjay Awards ceremony.

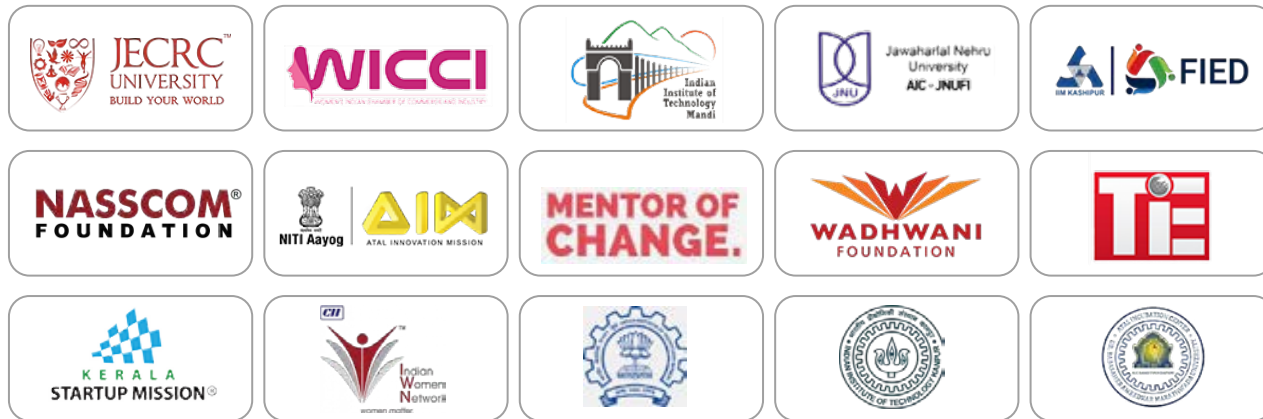


# Diversity Evangelist



Under her leadership, NEED Global Foundation organized the Mockingjay Awards which was a celebration of recognizing and acknowledging 20 exceptional women from different diverse sectors of the ecosystem. The event was held in Kochi in collaboration with the ecosystem partners.

# Startup Mentor



# Associated with



# Clients





# 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  
Wadhvani Foundation

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Anooja is one of the most creative people, I have associated with 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, verve and gumption excelled in all spades coz of her commitment and passion.

**Anushka Iyer**  
Founder & CEO Wiggles.in  
Forbes 30 under 30

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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 is an ambitious and hardworking entrepreneur who consistently strives for excellence. Her unique blend of creative and technical skills makes her an outstanding businesswoman. Furthermore, her unwavering dedication to empowering women and promoting diversity is truly admirable.

**Mahavir Pratap Sharma**  
Chair, TiE India Angels and RAIN  
(Rajasthan Angels)

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Being extra ordinary is  
Not natural, it's a Choice...

*Anooja Bashir*



**Personal**

[www.anoojabashir.com](http://www.anoojabashir.com)

[www.linkedin.com/in/anoojabashir/](http://www.linkedin.com/in/anoojabashir/)

[www.instagram.com/theanoojabashir/](http://www.instagram.com/theanoojabashir/)



[me@anoojabashir.com](mailto:me@anoojabashir.com) | [anooja@flexicloud.in](mailto:anooja@flexicloud.in)



+91 9995556762