

Director

Photo Not Available

Pankaj Sethi
President, Corporate Services
Tata Teleservices Limited
www.tatateleservices.com

A member of TTSL's Apex Committee and Pankaj holds responsibility for Corporate Services, covering Excellence, Quality and Corporate Communications. In furthering the corporate values of Tata group, he holds responsibility for Corporate Social Responsibility. He also serves the role of Chief Ethics Counsellor at TTSL.

Current responsibilities include:

1. Customer Relationship Management.
2. Business Process Management
3. Business Excellence
4. Internal Audit
5. Corporate Communications
6. Corporate Social Responsibility and
7. Business Ethics

He is also a member of the following Councils in TTSL:

1. VAS Council in developing the emergent VAS areas of m-commerce, mobile advertising and mobile 2.0 services.
2. Product Council which is responsible to evaluate the new products/tariffs to be launched and tracking the performance of newly launched products
3. Rural Council which evaluates and designs Rural Business Models
4. Customer Mancom which analyses the VOC (Voice of Customer), identifies, tracks and monitors action plans to improve upon VOC findings.

He has been instrumental in creating and developing VAS Business Unit in TTSL and the rich spread of VAS services. Today in TTSL, the VAS Business Unit is highest contributor to company revenues as compared to other operators in industry.

He plays an active role in risk management and process improvement through his leadership of the Internal Audit and BPR functions. Under his leadership, the company teams has renewed with vigour, its dedicated journey of excellence, under the Tata TBEM program.

Pankaj has been with Tata Teleservices for over 5 years. He brings with him a decade of marketing experience with FMCG companies and brands such as Levers, Brooke Bond, Johnson and Johnson and Richardson Vicks (P&G). Prior to joining Tata Teleservices, he has worked extensively in media companies in Television (Nimbus Communications), Films (Mukta Arts) and Internet (Microland).

An MBA from Indian Institute of Management -Ahmedabad, he holds a graduate degree in Physics, from Delhi University.

He is an active speaker and participant in key industry forums and in regular media interactions. He is a Director on the Asia Board of Mobile Entertainment Forum, Executive Board member of Mobile Payment Forum of India (MPFI). A member and advisor to MMA India (Mobile Marketing Association).
