

Tanvi Mehta

Head of Brand Marketing, Consumer Goods

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PROFILE

Brand leader with 12 years in FMCG and D2C. Built two ₹500-crore brands and launched 30+ products, with a sharp focus on regional consumers and digital-first marketing.

PROFESSIONAL EXPERIENCE

Head of Brand Marketing, Personal Care · 2021 – Present

Lotusleaf Consumer Products

- Own a ₹1,100-crore portfolio of 4 brands and a ₹90-crore media budget.
- Grew the flagship shampoo brand's share from 7.2% to 10.5% in 3 years (sample data).
- Launched a regional-language creator programme with 1,200 creators.

Senior Brand Manager · 2017 – 2021

Saffronleaf Foods

- Took a snacks brand from ₹180 crore to ₹520 crore; led 14 launches.

Brand Manager · 2013 – 2017

Coastal Beverages

- Managed a juice brand; won a national advertising award for a monsoon campaign.

EDUCATION

PGDM (MBA), Marketing · 2011 – 2013

Western Institute of Management

Gold Medal for Marketing

B.Com. (Hons.) · 2008 – 2011

Narsee Commerce College, Mumbai

CERTIFICATIONS

- Digital Marketing Leadership programme (executive education, 2022)

AWARDS & HONOURS

- Marketer of the Year (40 under 40), industry marketing forum (2023)
- Gold, national advertising effectiveness awards (2019)

TEACHING & TRAINING

- Guest faculty, Brand Management, Western Institute of Management (2020–present)

COMMITTEES & COMMUNITY

- Mentor to 8 women-led D2C start-ups (2021–present)
- Speaker at 10 industry marketing summits

TALKS & PRESENTATIONS

- Keynote: “Winning Bharat: brands for the next 500 million”, India Marketing Summit, Mumbai, 2025.
- Panel: “Creators as the new media”, Digital Commerce Forum, Bengaluru, 2024.
- Talk: “Regional-language advertising that sells”, Advertising Club, Mumbai, 2023.
- Case session for MBA students, Western Institute of Management, 2022.

SKILLS

Marketing: Brand strategy, consumer insight, media planning, pricing, innovation funnels

Tools: Nielsen data, Kantar panels, Google Analytics, Power BI

Languages: English, Hindi, Gujarati, Marathi

REFERENCES

Available on request.