

FCBULKA

AT A GLANCE

WHAT BEHAVIOR DO YOU WANT TO CHANGE?

At FCBulka we believe that changing attitudes can be helpful, but changing behavior is what we're paid to do and has to be the end goal. We believe asking what appears to be a simple question makes a remarkable difference. So, what behavior do you want to change?

FCBulka is the most local global agency network, focused on changing consumer behavior for the benefit of our clients, colleagues and communities. We have a fully integrated offering spread across 6 cities with over 600 professionals and a culture that goes back to 1961. We're part of the Interpublic Group of Companies, a publicly traded global marketing communications services company.

OUR PHILOSOPHY

WE INSPIRE ACTION

Today it's no longer sufficient just to entertain or to claim the most successful brands. The most successful communications create and inspire new consumer actions.









TO CHANGE BEHAVIOR

While it's often helpful to change attitudes and to raise awareness, the end goal of creating and inspiring new actions is to change behavior.

BY BEING BRAVE TOGETHER

Embracing something that you've not seen or done before is never easy. It requires everyone – agency and client – to work and be brave together.

OUR CAPABILITIES

-  Advertising
-  Digital, Social Media, Mobile
-  Healthcare Marketing
-  Brand Consulting
-  Direct Marketing & CRM
-  Strategic Data Analytics
-  Experiential Events/ Sponsorships
-  Public Relations

INDIA LEADERSHIP

Swati Bhattacharya
Chief Creative Officer

Nitin Karkare
Chief Executive Officer

Ritu Madbhavi
Chief Information Officer

Savita Mathai
Chief Talent Officer

Rohit Ohri
Group Chairman & Chief Executive Officer

Suman Srivastava
Strategic Advisor

C Suresh
Chief Financial Officer



SOME OF OUR CLIENTS



Contacts

- BENGALURU**
Menaka Menon - Menaka.Menon@fcbulka.com
- CHENNAI**
Elango Mahalingam - Elango.Mahalingam@fcbulka.com
- KOCHI**
Sareesh Jameskutty - Sareesh.Jameskutty@fcbulka.com
- KOLKATA & NEW DELHI**
Debarpita Banerjee - Debarpita.Banerjee@fcbulka.com
- MUMBAI**
Kulvinder Ahluwalia - Kulvinder.Ahluwalia@fcbulka.com
Anita Gokral - Anita.Gokral@fcbulka.com

