



## **V. Balaraman**

Mr. V. Balaraman is a B.Tech Chemical Engineer from the University of Madras and a MBA from the Indian Institute of Management, Ahmedabad. He was the MD and CEO of Pond's India Ltd. between 1991 and 1998, and was Director - Exports in Hindustan Lever Ltd. between 1998 and 2002. He became MD and CEO of Adrenalin eSystems Ltd., a Polaris group company between 2002 and 2006.

Today he is a non-executive director on the Boards of M/s India Nippon Electricals Ltd., Mahindra World City Developers Ltd., Parry Enterprises India Ltd., Computer Age Management Systems Ltd., and Adrenalin eSystems Ltd. He is also a Director of Polaris Financial Technology Ltd., Computer Age Management Services Pvt. Ltd., Pond's Exports Ltd., and CAMS Repository Service Ltd.

Outside the corporate world, Mr. V. Balaraman also served as the President of the Madras Chamber of Commerce and Industry, Madras Management Association, Indian Shoe Federation, Federation of Indian Export Organizations - Southern Region and as Chairman of the Footwear Design and Development Institute.

Mr. V. Balaraman is passionate about Brand Marketing and Human Development and, in pursuit of these interests, provides consultancy to companies besides coaching / mentoring business leaders. Frequently he is a speaker at management seminars and business events in India and abroad.