



Nikhil Grover

Entrepreneur | Marketeer

Always had a massive interest in developing brands that could offer some change in the status quo. The core that I could use to deliver had been from the grounds of marketing and entrepreneurship.

Contact

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City

Delhi NCR

Education

2008

PGDBM

Asia-Pacific Institute of Management

2004

BCA

GGSIPIU

Interest

- Marketing
- Consumer Business
- Entrepreneurship
- Content
- Start-up (0-to-1 Business)
- Growth & Performance Marketing

Language

English

Hindi

Experience

2021 - Till Date

SmartX Living | Noida

Founder

A co-living for working professionals in the busiest cities of the country that can offer a fully smart home & service-based accommodation for tasteful living, was the key idea that I could bring on the floor in the month of Feb. 2021. Have had an interesting run since then and gained a lot of learnings, especially having it run bootstrapped and profitable recently. Now wish to use the same & effective help for other brands in the journey of 0-to1 / 1-to-10 and in teaching students too in a small bit way, who seek to learn & experience entrepreneurship & marketing.

2017 - 2020

Nurturing Green | Noida

Head, Marketing & Online

A brand dealing in live plants & is available in leading home decor stores across the country & also available online via leading marketplaces like Amazon, and Flipkart & via its website, my stint here has been in heading the marketing and online division for this consumer brand. This brand was already in 1-10 growth stage when I joined. A few years here before COVID-19 hits and I decided to start my own venture, have been productive and resulted in gaining enduring experience.

2008 - 2017

Rediffusion Y&R and Womaneeya

Sr. Manager, Key Account

Post MBA, have joined the ad agency Rediffusion Y&R's Out-of-home division named OAP (Outdoor Advertising Professionals). This has been building ground dealing with a lot of real-time cases in marketing for established brands. Had a wonderful long stint including a small tenure working in the strategic & planning department based out of Mumbai.

Reference

Annu Grover

MD, Nurturing Green

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Dinesh Nema

CSM, Green Honchos

Phone: TBA

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