



## **NANDA ASUDANI**

Nanda Asudani is consultant with FACTS lending her expertise in Business strategy and Marketing. In her career of over 20 years, Nanda has created and promoted numerous products in the Consumer, Lifestyle, and Education arena. She is credited with opening new international markets across North America, Asia, Europe and India. She has successfully launched over 4 brands and has built expertise in product innovation, marketing and communication, brand building, Digital, PR & BTL initiatives, influencer marketing programs, customer acquisition and loyalty.

She enjoys mentoring and advising startups in the Education, Personal Care and Lifestyle verticals to enhance their growth and refine their product offering.

Nanda loves the differentiated way of life. Be it creating a brand or traveling to offbeat locales, she likes to dabble in things that extend beyond the ordinary.