

Professional Experience

Television

Currently consulting with Voice of India (VOI)

Sr. Associate Producer for their Luxury Lifestyle Channel.

Writing

First Book

India Today 100: Mumbai's Best Restaurants and Cafes 2007

Published by Living Media India Ltd

This is an authoritative culinary guide to Mumbai's foodscape.

This book is available on news stands.

Freelance Writing:

including features, articles, interviews, profiles, analytical pieces and columns

Outlook Profit

Interviews with exemplary individuals.

The Hindu

I profile young achievers and cover the vanity fair beat.

Hindustan Times (HT Cafe)

Tongue-in-cheek write ups on relationships and on Mumbai city, intrinsically, for this all India daily

Deccan Herald

Features on changing fashionscape for this Chennai based daily

Femina

Exclusive interviews with power personalities, trends based features and more.

Verve

One-on-One with Celebrities.

Elle Decor

Artist Profiles and Home Reviews

MW

Interviews and Articles on Current trends and Celebrities

Marwar

Profiles and Relationship based articles.

Beautiful People

Interviews with Beautiful People

South Asian Living, Toronto

Interviews with Achievers

Pastry and Baking Asia Pacific, Singapore

Profile Super Chefs on Indian terrain

The Indian, Sydney

News from the Indian post

Other Publications I've written for:

The Times of India, L'Officiel, iLife, Upper Crust, Femina Allure, Femina Beauty Book, Femina Bridal Book, Femina Buyology, Femina Sri Lanka, The Telegraph, Impact, Indiawali Brides, Sunday MIDDAY, Mumbai Mirror, The Afternoon D&C, The Sindhian, Simply Mumbai, Simplify, 24k and more.

Contract Content Development Yahoo!, www.yahoo.co.in

Country and event specific special articles targeted towards the Indian diaspora worldwide.

Adlabs

A publishing firm that pulls out a multitude of in-house magazines for airlines and corporate majors.

Zee Network

Content development for their website network including WomenExcel.

Spenta Media

A publishing firm that pulls out a multitude of in-house magazines for airlines and corporate majors.

India Syndicate

Developed content for their clients, including AskLaila.com

Advertising & PR

IPAN, March-April 2006

Served as the face of the account and the point of contact at IPAN, the in-house Public Relations wing for J. Walter Thomson, for the Lakme Fashion Week March 2006, in Mumbai.

Point Design, August 2003 to February 2004

Copywriting for Corporate Brochures and associated advertising collateral.

MediaWiz Services Pvt Ltd, 1998 to 2002

Developed content for the company's websites and web based network.