



Ravneet S. Phokela

Chief Business Officer

An alumnus of IMT, Ather Energy's Chief Business Officer, Ravneet S Phokela heads the Marketing, Sales, After Sales & Customer Service and Charging Infrastructure verticals at Ather.

At Ather, he has built the brand by formulating go-to marketing strategies, building key metrics and customer centric initiatives. He also oversees end to end business management for developing Ather's charging infrastructure across India

Starting at Lowe, which he left as Senior Brand Services Director, Ravneet moved to Whirlpool where he was responsible for Marketing Services for India, Sri Lanka and Bangladesh.

He later joined Nokia India in its early days and has been an integral part of its growth story. He led the development of some of their most iconic campaigns such as 'Made for India', which continues to be one of Nokia's most successful campaigns. He also was the India lead for multiple strategic marketing task forces across the APAC region. In 2005, he moved to Nokia Global Marketing in London and as Global Marketing Director, he was in a variety of roles across Strategy & Planning, Marketing Communication, Brand Strategy and Product Development. During his stint at Nokia Global, he also undertook a five-month General Management Program at Harvard Business School sponsored by Nokia.

Ravneet moved back to India in 2012, with PAYBACK India as their Chief Marketing Officer and Head of eCommerce & Business Analytics. He led the development and scaling-up of their eCommerce platform. In 2015, he was recognized as one of the 25 most talented eCommerce professionals in India by the Asia Retail Congress 2015. Before joining Ather in August 2015, Ravneet was the VP and Consultancy Practice Head at Flipkart and had helped set up their marketing consultancy business unit.