



**Alkesh Dinesh Mody Institute for Financial and Management Studies**  
**Virtual Coffee Talk with Ms. Namrata Roy from MMS 2008-10 Batch**

**25<sup>th</sup> July 2020**

2<sup>nd</sup> Virtual Coffee talk session with Ms. Namrata Roy, specializing in Marketing. She currently works as a Business and Strategy Director in Zenith, Malaysia.

Ms. Namrata brilliantly explained her expertise on the Industry, what direction are the Advertising and Branding agencies are heading towards. Since, she is working in an Advertising and Media background, her insights on how the industry are coping up with the pandemic, what were their strategies before and what will they do after the pandemic ends were crucial for the students.

