



Anika Agarwal, Senior Vice President and Head-Marketing, Digital and Direct Sales, Max Bupa Health Insurance

A seasoned marketing professional, Anika joined Max Bupa in 2011. As the head of the marketing function, she is responsible for the overall Brand Strategy and Marketing Communications for the brand. She leads Brand Planning, Communications, Digital and Social Media platforms, Consumer Insights, Loyalty and Customer Relationship Management for Max Bupa.

Anika has been instrumental in positioning Max Bupa as a preferred family health insurer and making Max Bupa one of the most talked about brands in the segment. She conceptualized Max Bupa Walk for Health, the brand's most ambitious campaign and one of the most successful health initiatives in the country.

With over 13 years of experience, Anika has a wealth of marketing experience across India, Middle-East and African markets. Prior to joining Max Bupa, Anika spent more than six years in Nokia India and Nokia Corporation. Anika also had a brief stint at the Indian Cellular Association as the Deputy Director Projects.

She holds a MBA degree in Finance and Marketing from Lal Bahadur Shastri Institute of Management