

MARKETING SERVICES ON THE RISE

BW BUSINESSWORLD

www.businessworld.in

SUBSCRIBER'S COPY NOT FOR RESALE | RNI NO. 39847/81 | 05 APRIL 2025



**ATUL
HEGDE,**
Founder
& Director,
Yaap

UNLOCKING INDIA'S POTENTIAL

Independent agencies
like **Yaap** are uber
scaling to rewrite the
Rs 1.2 lakh crore
marketing and digital
services landscape



**INSIGHTS
FROM
R K Swamy,
Graphisads,
Bright Outdoor
Media**

CONTENTS

■ VOLUME 44, ISSUE 12 ■ 05 APRIL 2025



Atul Hegde, Founder
& Director, Yaap

Photographs by Ashish Chawla

12 Jottings

Liquidity, cash & the rupee: A wild ride; Aching backbone; Jensen Huang's quantum U-turn; Surrogate messages, and more

14 Columns

Vikas Singh (p. 14); Krishan Kalra (p. 16); Minhaz Merchant (p. 18); Srinath Sridharan (p. 20); Amit Kapoor & Meenakshi Ajith (p. 22); Kiran Karnik (p. 24); Srinath Sridharan & Steve Correa (p. 26)

30 An Open Letter

In an open letter to the new Sebi chief, Palak Shah calls for easing rules that have disrupted and fractured investor sentiment

34 A Mega Success

How Mahakumbh 2025 cemented its position as not just a religious event but as an economic powerhouse

38 Interview

Simarpreet Singh, Executive Director & CEO, Hartek Solar on the company's key focus areas

40 Peek into Future

A report on the Mobile World Congress at Barcelona that showcased futuristic technology from around the world and how that could be integrated more fluidly into daily life

46

The IPO Road To Success

How public listing presents a great opportunity for Indian marketing agencies looking to scale faster and unlock values

Cover design by DINESH S. BANDUNI
Cover photograph by ASHISH CHAWLA