

A talk on

## Outlier Insights

Rats and their hunger forcing package design **innovation**.

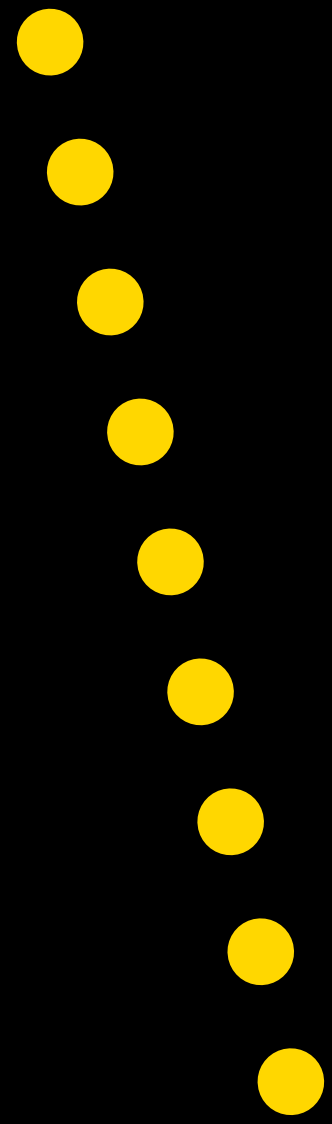
Going back in time to **reach** a media-dark audience.

The number of dents in the car **forecasting** who will buy more.

Mixing two insights to garner a **number one positioning** in an erstwhile commodity space.

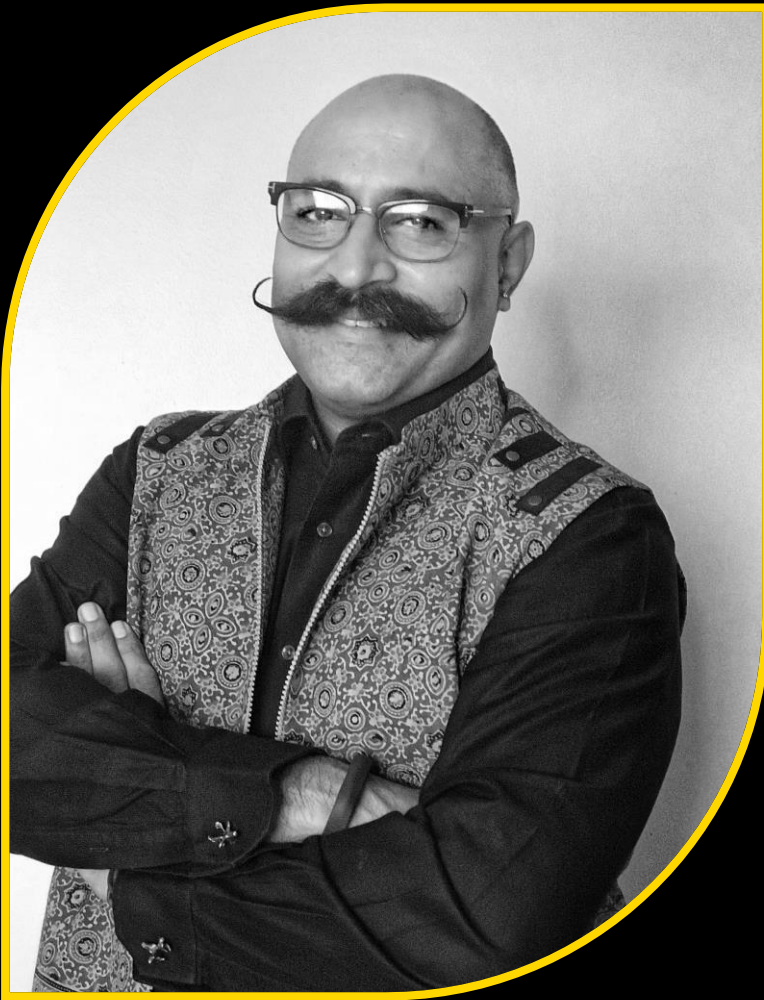
**Stories** from the world of entrepreneurship, for **business impact**.

That's what this talk is about. Stories, yarns, personal failures and triumphs and what that means for the **future of insights**.



About

# Pravin Shekar



OUTLIER MARKETER  
PARALLEL ENTREPRENEUR  
RACONTEUR



Pravin talks on using **outlier marketing, ideation** and **word-of-mouth** referrals to grow your business.

Pravin advises CEOs and Sales heads to **reorient** their **marketing outreach** by **enabling** every associate to act towards a common goal - that of driving **revenue growth**.

Pravin is the recipient of the American Marketing Association's **"Emerging Leader"** award and the **"Ginny Valentine Badge of Courage"** award for skilling and employing people with disabilities.

When the world moves one way, you need to move another. That's Pravin's philosophy and work style.

Book him today, to energise your team to think marketing. To think, act and do **"Different"**.

**Book Pravin:**  
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