

Most Powerful Women In Indian Business

ON THE Power Track



Punitha Arumugam

41/ Group CEO/ Madison Media


My favourite life-after-work activity: Varies from “doing nothing” to travelling to gymming/swimming to movies to sleeping.

The best way to deal with a glass ceiling is: Work like there is none.

The biggest turning point in my career: Every boss I had, especially a former boss Lynn De Souza (of Lintas Media Group) and my current boss Sam Balsara.

Mantra for maintaining work-life balance: “Live like there is a tomorrow” in work and “live like there is no tomorrow” in my personal life.

A little-known interesting fact: Was doing her Masters in Forensic Science before switching to management.



THE 25 MOST POWERFUL WOMEN HAD BETTER WATCH out—they have some serious competition snapping at their heels. The Rising Stars range from the CEO of a foreign bank to legal eagles and marketing whiz-kids. Some stumbled into their dream careers by chance, some are entrepreneurs and there is even a bureaucrat. The 10 rising stars chosen by *BT* this year are the epitome of today's women, for whom nothing is impossible.

AS GROUP CEO OF ONE OF THE three most powerful media agencies in India, Punitha Arumugam has added over Rs 800 crore of business in the last one year, pocketing new accounts and retaining the buying activities of Procter & Gamble, which was in danger of being shifted to JWT. She loves everything about her job—the numbers, the logic, the negotiations and the people.

ANUSHA SUBRAMANIAN