

# Athul Uday

Lead - Marketing



Athul Uday is leading the marketing function at Kirusa with a special focus on Brand Communication, Digital, PR and Product Programmes.

Before Kirusa, Athul co-founded Happy Cook, which is one of the most loved food-tech brands in Bangalore. After having worked on a fresh 'Unboxing' experience through the smart use of packaging concepts and aesthetic design, Athul went on to manage customer acquisition aspects of the startup, through revenue-generation-marketing activities.

Before Happy Cook, Athul was the Head of Digital Marketing and Brand Management at Amagi Media Labs, where he managed a year-long re-branding exercise, and set up an Inbound marketing infrastructure, which went to become one of the most important revenue channels.

Athul started his career as a Marketing Communications Manager at Godrej, the largest family-owned home and personal care company in India.

Athul holds an MBA degree in Marketing from BIM Trichy and a B.Tech degree in Information Technology from Amrita School of Engineering, Coimbatore.

