

Pulp Strategy founder Ambika Sharma buys out partner's stake

By Gaurav Laghate, ET Bureau Last Updated: Mar 12, 2018, 11:46 AM IST

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Synopsis

The management overhaul was finalised in the third quarter of the financial year. Incorporated in 2011, Pulp Strategy clocked revenue of ₹44.3 crore in the previous financial year.

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MUMBAI: Ambika Sharma, the founder of **Pulp Strategy**, has taken full control of the interactive, digital communications and technology agency by acquiring the remaining 22% equity stake from director and chief financial officer Raj Vikram Singh for an undisclosed amount.

Pulp Strategy clocked revenue of Rs 44.3 crore in the previous financial year.

“As a young business, it was important for us to maintain our agility as well

ensure that our talent contributes towards the improvement of our offerings as well as our commitment to our clients. This decision to re-haul management has been taken with an aim to augment the growth trajectory of Pulp Strategy and to consolidate the agency's market position,” Sharma said.

The management overhaul was finalised in the third quarter of the financial year. Incorporated in 2011, Pulp Strategy clocked revenue of ₹44.3 crore in the previous financial year. Its current and previous clientele include **Google**, Philips, **Microsoft**, Michelin, Canon, Rolls Royce and **Yahoo!** It has signed up new clients including **Tupperware**, **Barco**, **Hero Electric**, **Proburst** and Philips Avent and is looking to increase its focus on content marketing and digital engagement.

