

What do a marketing company, a SaaS platform and a humungous biker community have in common?

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This army brat, who neither had the luxury nor the desire of picking just one place to live in, one mountain to perch atop of, a single river to mermaid across or a single course to confine her intellectual bandwidth to, had no reason to contain her entrepreneurial spirit in a single leap either. We had [last caught up with Ambika Sharma](#) immediately after her branding firm, Pulp Strategy, won a barrage of awards for building a wholesome marketing boutique. Two years hence, dusting off her good-old savoir-faire in tech, she sits atop another Software-as-a-Service (SaaS) venture that is now being referenced in three continents, while she moonlights as a bikerni calling on adventurers like her to burn some rubber in order to blaze some trails – literally and figuratively. YourStory plays catch-up with the bikerboss:

Ambika for the uninitiated...

She is a science student who went on to study Shakespeare; a software developer who studied advertising, and finally, channelled a life-long love story with communication and its strategic applications into an entrepreneurial plunge- a first for her family of army veterans. When she was ready to enter the space, marketing was already very mainstream, which meant that the fray had a lot more fighting for the prize. In those conditions, in the year 2011, she founded Pulp Strategy.

The last five years have seen many milestones for Pulp Strategy. They have introduced the consolidation of shared computing retail space in 30 cities in 2011 and launched an augmented reality app in 2012, which could add rich media to marketing collateral.

In order to increase their user base, they consolidated more than 3,000 premier campuses for an intellect-based youth marketing initiative in 2012, and also launched their own studio for animation and video content for the web in 2013. Pulp Strategy gained further traction with the launch of near-field communication (NFC) based solutions for their digital services in 2013, like business intelligence (BI), Object relational mapping (ORM), and analytic capabilities. "Furthermore, we increased and engineered our in-house web and technology development teams to include product development capabilities, in addition to the technology service offering 2014," explains Ambika.

Over the years, she has built a young and aggressive team of over 140 professionals, and has worked with extremely technical and regulated industries like medical tourism, as well as IT-intensive industries with clients like Google, Yahoo, Microsoft. They have also jived with brands like Nasscom, Dabur and Jiva Ayurveda, Cannon, Michelin, Rolls Royce, Castrol, Philips consumer care.