



Apuarv Sethi
Vice President - Marketing, Razorpay

Apuarv is a Brand Strategist and a Communication Professional with 15+ years of experience in diverse industries including eCommerce, FinTech, Education & IT Services. With his deep knowledge and specialization in brand management, marketing communications, performance marketing, product management, and market research, Apurav primarily focuses on facilitating growth and developing and executing comprehensive marketing strategies responsible for brand promotion & recognition, giving the organization a competitive advantage.

Prior to joining Razorpay, Apuarv led marketing initiatives across sectors such as IT Services (MindTree), Education (Manipal Global), and eCommerce (Flipkart). During his last stint of 6+ years at Flipkart, Apuarv was the custodian of Flipkart's brand strategy, social media engagement, and go-to-market strategy. He owned the brand health, key traffic, and customer metrics and was driving marketing and consumer value proposition for Horizontal Brand initiatives -

Flipkart Plus, FinTech, and Video.

He was also leading new business marketing initiatives including videos, grocery, and insurance, and entertained us all with the 'kidult' advertisements.

Besides work, Apurv likes to spend time with his daughter doing DIY projects, & also co-authors story books with his wife.