



Apuarv Sethi
Chief Marketing Officer, Razorpay

Apuarv Sethi is a seasoned brand strategist and marketing leader with nearly two decades of experience across fintech, e-commerce, SaaS, education, and IT services. As Chief Marketing Officer at Razorpay, he leads the company's Marketing and SME Business Growth strategy across India and Southeast Asia, with a strong focus on AI-led innovation, ecosystem growth, customer engagement, and brand building at scale.

Over the years, Apuarv has built deep expertise across brand strategy, product marketing, performance marketing, communications, and customer engagement initiatives. At Razorpay, he has played a pivotal role in shaping the company's brand evolution, strengthening its positioning among India's entrepreneurs and small businesses, and building scalable growth engines across customer segments. He has led several campaigns,

including 'Backing India's Boldest', which celebrated 37 homegrown startups and their founders during India's cricketing moments; the AI-powered founder-first print ad campaign, '#ImaginedThroughAI,' and the 'Get Paid, Not Played,' which addressed hidden fees in cross-border payments, among others.

Before Razorpay, he held leadership roles at Flipkart, Mindtree, and Manipal Global Education Services, where he played a key role in shaping brand strategy, go-to-market execution, and campaigns aimed at strengthening market presence and business growth. Beyond work, Apuarv enjoys spending time with his daughter on DIY projects and co-authoring storybooks with his wife.