

Nanda Padmanabhan

Head, Corporate Communications

SCMP® Certified Corporate Communications Leader with more than 20 years of experience in PR, Content Strategy, Reputation Management, Media Strategy, Crisis Communications, and Policy Advocacy for BFSI and Technology.

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Areas of Expertise

Corporate Communications

- ◆ External Communications
- ◆ Strategic Communications
- ◆ Crisis Communications
- ◆ Internal Communications
- ◆ Brand Storytelling
- ◆ Content Strategy
- ◆ Media Strategy
- ◆ Media Relations
- ◆ Public Policy
- ◆ Thought Leadership

Editorial and Marketing

- ◆ Brand Marketing
- ◆ Brand Communications
- ◆ Marketing Communications
- ◆ SEO
- ◆ Social Media
- ◆ Developmental editing
- ◆ Academic editing
- ◆ Content Development
- ◆ Ghostwriting

Industry

- ◆ Personal Finance
- ◆ BFSI
- ◆ Technology
- ◆ Technology Services
- ◆ STMS
- ◆ Higher Education

Key Achievements

- ◆ Spearheaded BankBazaar's recognition as India's most-read personal finance brand with 13,000+ organic mentions in traditional, digital, TV, and radio channels pan India.
- ◆ Crafted and executed content and media strategies that ensured the highest media share of voice for the brand in its category for the last five consecutive years.
- ◆ Conceptualized and executed 10+ extensive research reports including the award-winning signature PR campaign, BankBazaar Aspiration Index.
- ◆ Led multiple content strategy revamps, and brand guideline and SOP development for Brand Marketing, Communications, and Social Media.
- ◆ Successfully managed crisis communication initiatives, reducing response time by 50%.
- ◆ Strategised and executed public policy for BankBazaar, shaping policy outcomes on FinTech and BFSI regulations around digital lending.
- ◆ "Top 30 Corporate Communications Teams" in 2023 and 2024 by Reputation Today.

Experience

Head, Corporate Communications (AVP, Communications)

[BankBazaar.Com](https://www.bankbazaar.com), Bangalore

Sep 2015 till date

I currently lead corporate communications for BankBazaar and am instrumental in setting up the function from scratch and building up BankBazaar as the most widely read personal finance brand in India.

- ◆ Established and implemented internal and external communication strategies for domestic and international functions, establishing strategic brand presence in new and emerging markets.
- ◆ Managed media relationships with more than 80 journalists and editors, securing features in Tier-1 financial and mainlines, digital platforms, television, radio and improving coverage benchmarks by 10x.
- ◆ Directed cross-functional, multi-lingual, and multi-format nationwide PR campaigns, achieving 30% increase in partner engagement.
- ◆ Led DEI and crisis communication initiatives, supervised the development of the crisis playbook and SOPs, and conducted crisis management trainings for multiple functions.

Needle movers

- ◆ Directed PR activities for Singapore and Malaysia from 2016 to 2019 and established BankBazaar's presence in media and events in these markets for the first time

Awards

- ♦ [30 Top Corp Comm Teams](#) in India 2023 by Reputation Today
- ♦ [30 Top Corp Comm Teams](#) in India 2024 by Reputation Today
- ♦ PR Awards Asia 2019 for BankBazaar Aspiration Index
- ♦ BankBazaar Excellence Award 2019
- ♦ India Content Leadership Award 2018
- ♦ BankBazaar Excellence Award 2017
- ♦ HP Excellence Award 2009
- ♦ HP Excellence Award 2008

Other Projects

- ♦ [ICG Salary Survey 2024](#)
- ♦ PR Agency Salary Survey Report 2025

Qualifications & Certifications

Strategic Communication
Management Professional (SCMP)[®]
Global Communication Certification
Council (GCCC)

Crisis Communications
PRomise Foundation

Academic Writing and Editing
(Non-credit Course)
Duke University (via Coursera)

Certification in Technical Writing
and Editing
STC (via K-9 Technologies)

B.Sc. Physics
Ram Narain Ruia College, Mumbai
University

- ♦ Organised high-profile industry events, such as the two editions of the BankBazaar Digital Banking Conclave, where senior leadership from top banks, FinTechs, RBI, NITI Aayog, and international lawmakers participated
- ♦ Acted as a public policy advocate and liaison for industry bodies to influence policy discussions on digital lending through advocacy and 10+ high-impact opinion pieces published in top media

Independent Consultant, Corporate Communications

TCS, IBM, WNS, Volvo India

April 2011 till date

Progressed from editorial roles and grew into a communications leader, using content skills for high-impact brand strategy and storytelling.

- ♦ Developed internal and employee communication plans for multiple MNCs and start-ups.
- ♦ Created detailed branding guidelines and marketing ad social media plans for product-based start-ups.
- ♦ Established executive communication plans and developed op-eds and thought-leadership pieces.

Analyst, Business & Marketing Communications (Business Analyst)

Hewlett-Packard, Bangalore

Sep 2007 – Jul 2010

Spearheaded the development of editorial process for HP Marcom from scratch.

- ♦ Handled complete editorial requirements of seven business units of HP.
- ♦ Led and oversaw training process for Content and Editorial teams to deliver a 95% accuracy rate.
- ♦ Worked on the HP Style guide and created the HP Writing Guidelines for Marcom.

Needle movers

- ♦ Redefined processes to bring down the number of edit cycles from three to one while maintaining a 95% accuracy rate.
- ♦ Worked as the only editor on Technical and Business Whitepapers for DSAS.
- ♦ Recieved two excellence awards in 2008 and 2009.

Media & Editorial

IDG Media, Wiley India; Packt Publishing; OUP; CUP; Elsevier; IEEE, Springer

August 2010 – Sep 2015; Aug 2004 – Jul 2007

Managed editorial calendars and issue closures for prominent technology magazines and collaborated with authors and reviewers to deliver 40+ high-impact STMS and P&T titles and 80+ academic papers as a seasoned development and academic editor.

- ♦ Commissioned new titles and supervised the editorial lifecycle through publication, ensuring quality and consistency.
- ♦ Mentored junior journalists in content development for print and digital platforms.
- ♦ Trained new editors and mentored first-time authors to craft best sellers.

Needle movers

- ♦ First Indian editor promoted as Commissioning Editor at Packt Publishing.
- ♦ Managed a team of five editors who worked on 15 titles.
- ♦ Led the digital news team that enhanced online readership by 30%.