

A science graduate, with an MBA degree, a Postgraduate Diploma in Public Relations and a special module in Brand Management from the Indian Institute of Management (IIM), Bangalore.

He promoted Shells Advertising Inc. in 1987; one of central India's largest advertising agencies, which has over a dozen awards for its campaigns to its credit.

Sanjay was also the Chief Editor and Publisher of a once hugely popular monthly city newsmagazine called 'The Happening Nagpur'. A recipient of the Vocational Excellence Award of Rotary International, his keen interest in academics and over twenty years of practical experience have made him a much in demand Faculty at various management institutes with Brand Management, Advertising and Public Relations being his key subjects. He is also currently doing his Doctorate in Brand Management.

'Shells Advertising Institute'- an independent academy promoted by him 1990s was one of India's first academies that offered practical courses in Advertising Management.

Sanjay is also a respected Human Resource & Corporate Trainer conducting training programmes and workshops on Leadership, Creativity, Team Building, Motivation and Strategic Brand Building etc.

He is an active Rotarian having joined the Rotary movement at the young age of 29 in 1992, and became the President of the second largest club of the District, the Rotary Club of Nagpur North, in 2002.

He led the first and the only International Rotaract Exchange Team as the Rotary Team Leader to RID 6890, Sydney, Australia in 2002.

He was also led the GSE Team Leader to Ohio, USA in 2006 for a month long exchange programme.

Very active socially he is the Past Chairman of the Nagpur Round Table – 83. He is also the Past Master of Lodge Corinth, First Principal of Chapter Mayo and Past President of the Advertising Agencies Association of Nagpur, the founding Chairman of the Marketing Forum of Vidarbha Industries Association and the current Secretary of Mahavir International apart from holding various offices with many other social organizations.

Sanjay, a Yoga exponent is a qualified Yoga Instructor and has authored a practical book on Yoga 'Simple Yoga for a Healthy Life'.

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