
Unsolicited Commercial Communications/ Nuisance calls: Are consumers more vulnerable in the era of COVID-19?

BIO

Mr P Balaji, Chief Regulatory and Corporate Affairs Officer of Vodafone Idea Limited



P Balaji is the Chief Regulatory and Corporate Affairs Officer of Vodafone Idea Limited, one of India's largest telecom service providers. Prior to that, he was the Managing Director of Nokia India and Managing Director of Sony Mobile.

He has spent over two and half decades in Telecom & IT handling diverse functions including sales, marketing, strategy, operations, and product management. Balaji has held senior leadership positions in start-up and turn-around ventures of TATA group, AT&T, Ericsson, Lucent and Sony, gaining rich experience and exposure to the emerging Digital landscape.

Balaji is also the Chairman of ASSOCHAM National Council on Telecommunications and Convergence, a member of National Council of apex industry chambers like CII, FICCI, ASSOCHAM, AIMA and Telecom Sector Skill Council. He was President of Telecom Equipment Manufacturers Association (TEMA), Northern Region Chairman of the Telecom Export promotion council and member of Task Force forum set up by government on policy matters.

An Electronics Engineer from IIT Roorkee, India, Balaji completed his MBA from IIM-Ahmedabad in Marketing, Finance and Strategy.

He loves travelling, tennis, singing and watching sports and movies.