

Mukesh Gupta

A Multifaceted Personality.

Mr. Mukesh Gupta, the Chairman & Managing Director of Graphisads, set off his journey in 1976 in the field of Advertising by starting Rashtriya Advertising. Very soon, the days of struggle and challenges led to a phase of consolidation, achieved through hard work, sincerity and keen business acumen. With great propensity for innovation, he started and revolutionized the whole concept of Outdoor Advertising in Delhi and North India.



In 1997, he took over Graphisads to turn around its fledgling fortunes by instilling professionalism and fresh energy. He introduced re-invention and innovation across all verticals, be it the organizational set up, client servicing, media buying, marketing strategies etc. He knew his goals, and, over the years, perfected the 'art of getting things done, better than others'.

His energy and zest are constant source of motivation for his team. He believes in 'value for money advertising', which means maximizing publicity output in minimum budget. His relentless efforts to exceed clients' expectations reflect in the Agency's underlined credo of out-of-box creativity and communication. It is his belief, that no matter how small the campaign is, the communication should achieve the twin objectives of 'Attention' and 'Retention'. His honest efforts and perseverance have paid rich dividends. Today, Graphisads is among top advertising companies, and he is a name to reckon with in the world of media.

An established dimension of his personality is the deep concern for various social issues and profound respect for Indian Art & Culture, to promote which he is ever enthusiastic and extends every support in his might. A respected voice of media fraternity, his honorable association outspreads across Business, Social, Cultural and Political circles. He is General Secretary (North) for Indian Outdoor Advertisers Association and also presides as Chairman of Media, Entertainment, Art & Culture Committee of PHD Chamber of Commerce & Industry. In this capacity, he regularly takes up related issues at different forums and ministries.

As the Central Committee Member of Overseas Friends of BJP (OFBJP), he has visited several countries to ensure better cultural exchanges and improve the relationship with Indian diaspora.

Graphisads owes its growing success to his exemplary values, insightful guidance, and inspiring leadership. He gets along comfortably with all... be it Bollywood celebrities, influential politicians, who's who of different fields, fellow businessmen, and, most importantly, the valued 'clients' of Graphisads for whom the Agency's true ambassador is Mr. Mukesh Gupta.