



Ashish Bhasin to mentor Haresh Nayak's Connect Network

Aims to expand Connect Network across APAC and the Middle East

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Ashish Bhasin (left) and Haresh Nayak



Ashish Bhasin has joined Connect Network as mentor for growth and transformation.

Last week, Bhasin [announced the launch of Bhasin Consulting Group](#), through which he wants to create advertising and media entrepreneurs and business leaders of global standards.

Bhasin has previously worked with Connect Network's founder and CEO, Haresh Nayak at the Dentsu Group. Nayak had left Dentsu's Posterscope in 2021. He was president, Posterscope APAC and COO, Dentsu Media Brands.

Connect Network specialises in OOH, experiential and digital marketing. Bhasin will mentor Connect Network to help them grow organically and through mergers and acquisitions.

Bhasin said, "Haresh Nayak and his team have done a great job with the very successful launch of the Connect Network and in a short time have won several clients. However, our collective ambition is larger, to first make Connect Network Inc a leading integrated marketing communications services agency in India and thereafter grow it in APAC and Middle East, before taking it global. There is also a tremendous market and a crying need for professionalizing marketing communications services in India. Connect has started with OOH and experiential as the low hanging fruit. I will mentor the team to make it the market thought leader in the organised sector, over the forthcoming three to four years. We will introduce world class technologies and bring professionalism and accountability in an otherwise disorganized industry segment. Simultaneously we will rapidly build world class creative, digital media and e-commerce capabilities, so that the clients can get all the services under one connect, with no silos. The Bhasin Consulting Group was formed with the intent of grooming world class entrepreneurs in advertising and media and help them grow profitably and exponentially. Connect Network Inc fits that bill perfectly, so I am happy to mentor them."

Nayak said, "I am absolutely thrilled that Ashish Bhasin has agreed to mentor Connect Network Inc. I have worked with him for several years and know that his tremendous experience, wealth of information, reputation and knowledge will bring a huge value in guiding Connect Network Inc to a leadership position. There is all round excitement in the company as we welcome him and in true Ashish style, even before stepping in as mentor he is already setting up scarily ambitious goals and plans for us. We want to create not just an India leading but the first Indian integrated global marketing services group. Like Ashish says, we are only constrained by our own ambitions. Next 10 years belong to India and Connect Network Inc now feels empowered to make the most of this opportunity."