FOUNDER & GROWTH LEADERSHIP

Rahul Anand

Serial Entrepreneur | Growth Marketeer | Business Builder

> I build businesses. I create markets. I drive growth.

15+ years · FMCG · Education · EdTech · Real estate · Higher education

Co-founder & Managing Partner, Anedco Growth Labs

Bengaluru · Feb 2026–Present

IIM Ahmedabad · PGP · 2009–11



RAHUL ANAND

GROWTH THESIS

Growth is a system, not a department.

Understanding markets, building businesses, creating demand, driving acquisition, improving conversion and scaling growth are connected decisions.

01	02	03	04	05	06
Market opportunity	**Positioning**	**Demand generation**	**Customer acquisition**	**Conversion**	**Scale**

11,500+

paid customers

BFACTORY · 2011–2023 · PORTFOLIO

Across centres in six cities.

6

cities

BFACTORY · 2011–2023 · PORTFOLIO

Delhi, Bengaluru, Ranchi, Vizag, Jamshedpur and Mesra.

100,000+

leads generated

BFACTORY · 2011–2023 · TEAM-LED

Generated by performance-marketing teams Rahul monitored.

₹2,000Cr+

worth of real estate projects

XANADU REALTY · 2023–2024 · PORTFOLIO

Project value, not revenue.

$300K

pre-seed round commitment

INSHARP · 2020–2022 · VENTURE

A commitment, not funds received.

20%

admissions pipeline growth

VIDYASHILP UNIVERSITY · 2024–2025 · TEAM-LED

Pipeline growth in the season, not enrolment.

> The through-line is not a single channel. It is the operating system that connects opportunity to scale.

BFACTORY · DELHI, RANCHI, JAMSHEDPUR

Building a business. Creating a market.

A bootstrapped, profitable competitive-exam coaching brand for Management, Law and Placement preparation.

CO-FOUNDER & HEAD OF SALES & MARKETING · SEP 2011–JUN 2023 · DELHI · BENGALURU · RANCHI · VIZAG · JAMSHEDPUR · MESRA

11,500+
paid customers
PORTFOLIO

100,000+
leads
TEAM-LED

125,000+ / 20,000+
social followers / app downloads
TEAM-LED

100+ / 80+
Admission / Co-Branding Partners
TEAM-LED

20,000+ / 25,000+
offline / online event attendees
TEAM-LED

5,000+
Reading Comprehension book units sold
TEAM-LED



Bfactory auditorium event



Founder-led events and student engagement

Brand and operating model

Owned P&L and annual plan; built brand identity, product architecture, CRM and customer experience.

Events and community

Created MPAT and CAT Theatre; led events for 20,000+ offline and 25,000+ online attendees.

Content and conversion

Sold 5,000+ self-published Reading Comprehension books; digitised the funnel on Zoho, Learnyst and Asana.

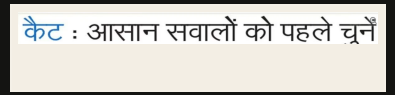
B2B growth

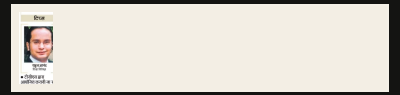
Built counselling fairs and MBA seminars: 5,000+ walk-ins, 45+ colleges and 100%+ y/y growth in fair participation and revenue.

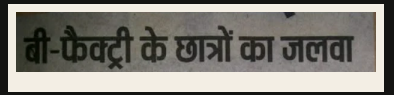
Influencer campaigns featuring Sourav Ganguly, Vishal Malhotra and Lara Dutta.

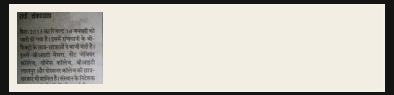
PRESS AND PROFESSIONAL EVIDENCE

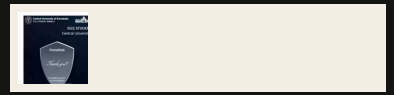












XANADU REALTY · PUNE

Engineering demand at scale.

Connected market research, brand strategy, go-to-market and sales execution across residential real-estate projects.

DEPUTY VICE PRESIDENT, MARKETING · JUL 2023–AUG 2024

₹2,000Cr+
worth of real estate projects
PORTFOLIO
Project value, not revenue.

₹1,100Cr
business deal closure
TEAM-LED
Greenfield residential project in Pune; client name not disclosed.

₹120Cr+
first-quarter project revenue
TEAM-LED
Wider cross-functional teams Rahul spearheaded; not marketing alone.


Project visualisation


The team at a major Xanadu event



Print creative

OPPORTUNITY, PRODUCT AND CAMPAIGN · TEAM-LED

Codename Lighthouse

Research defined the location opportunity and product names; partnered on pricing and offers, then led identity, film, events and site branding.

25M+
digital impressions · First five months

5,000+
site walk-ins · First five months

About 8%
of overall sales from new channels · Campaign period

150-ACRE TOWNSHIP · TEAM-LED

Magnacity

Positioned a 150-acre township as “Smart city with Architectural Intelligence”; led product names, brand identity, film, PR and site launch.

35M+
digital impressions · First eight months

14,000+
site walk-ins · First eight months

Connected sales, messaging, call-centre and site experience; a client letter recognised excellent team performance.

VIDYASHILP EDUCATION GROUP · BENGALURU

Driving institutional advancement.

Built institutional positioning, demand programmes, partnerships, infrastructure experiences and new university offices.

CHIEF OF INSTITUTIONAL ADVANCEMENT, VIDYASHILP UNIVERSITY · AUG 2024–NOV 2025

20%
admissions pipeline growth
TEAM-LED

25%
organic social follower growth
TEAM-LED

5M+
viewership from targeted promotions
TEAM-LED

6
international university MOUs
TEAM-LED



India Rising 2025, Vidyashilp University



Vidyashilp Education Group team



Future of Higher Education

Positioning and demand

Defined university positioning and led digital campaigns; organic social followers grew 25% in six months.

- Great Indian Universities launched as S1E1 with Edstead on JioHotstar.
- PR in 200+ platforms, including Education Times, Outlook, Times of India, Deccan Herald and The Hindu.

Institution building

Planned five schools, the Design Studio, Cafeteria, New Academic Block and upcoming main campus with leadership.

- Launched boys' and girls' hostels, cafeteria and admission experience zones.
- Set up Career Development Placements and International Affairs offices.

Partnerships and events

Led six international MOUs, partnership planning and campus life with five Bengaluru institutions.

- India Rising, Future of Higher Education and Open House reached 1,000+ students and parents.
- Outreach in Bengaluru, Mysore and Mangalore; speakers included Rashmi Bansal, Rahul Subramanian, Tirthankara Patnaik and IIM Bangalore faculty.

VENTURES AND EARLY CAREER

From venture building to the next growth chapter.

A career across venture-building, consumer goods, education and go-to-market execution.

FEB 2020–MAR 2022

Insharp

CO-FOUNDER & CEO · BENGALURU

After-school co-curricular learn-to-learn programme for school children.

$300K

pre-seed round commitment · Insharp · 2020–2022 · Venture

Round led by CIIE, IIM Ahmedabad, with four angel investors; commitment does not mean funds received.

400+

paid customers · Insharp · 2020–2022 · Team-led

Acquired through performance marketing, events marketing and inside sales led by Rahul.

JUN–AUG 2011

Colgate-Palmolive

AREA SALES MANAGER · MUMBAI & JHARKHAND

Highest-ever monthly sales for Colgate in North Jharkhand, exceeding target each month. Part of the Sensitive Pro Relief go-to-market launch in Andheri, Mumbai.

100%+

of target each month · Colgate-Palmolive · North Jharkhand · Jun–Aug 2011 · Personal

APR–JUN 2010

Cadbury

MBA SUMMER INTERN · MUMBAI

Worked on ad design, product testing, consumer insights, pricing, nomenclature and packaging for the Cadbury Choclairs launch; ran consumer events in Mumbai and Pune with agencies.

The current Anedco chapter brings together education, business-building and institutional-growth experience.

GROWTH OPERATING SYSTEM

How I approach growth.

A connected sequence of choices, grounded in the work: understand the market, establish meaning, create demand, acquire customers, improve conversion and scale.

01

Market opportunity

Research and opportunity framing

Lighthouse location research; Magnacity township analysis; Vidyashilp USPs; Bfactory fair concept.

02

Positioning

Brand strategy and product definition

“Smart city with Architectural Intelligence”; PLUS Homes/Cosmos Club; Vidyashilp positioning; Bfactory brand architecture.

03

Demand generation

Integrated marketing and community

Xanadu 25M+/35M+ impressions; Vidyashilp 5M+ viewership; Bfactory 125,000+ followers and event audiences.

04

Customer acquisition

Go-to-market and market development

Bfactory 100,000+ leads; 5,000+ / 14,000+ Xanadu walk-ins; 400+ Insharp customers; 20% Vidyashilp pipeline growth.

05

Conversion

Sales systems and customer experience

Zoho/Learnyst/Asana funnel; sales and call-centre training; Vidyashilp admissions; Xanadu team-led ₹120Cr+ first-quarter revenue.

06

Scale

P&L, partnerships and cross-functional leadership

Bfactory in six cities with 100+ Admission and 80+ Co-Branding Partners; Xanadu project value; Anedco B2B/B2C models.

THE NEXT CHAPTER

The next chapter is about growth.

Anedco Growth Labs

CO-FOUNDER & MANAGING PARTNER · BENGALURU · FEB 2026–PRESENT

An AI-enabled career clarity and institutional growth company that helps educational institutions attract students and businesses acquire customers.

AI-enabled product strategy · growth strategy · go-to-market · marketing and acquisition · scalable B2B/B2C models.

- **Admissions growth**
- **Business growth**
- **Market expansion**
- **Institutional capability building**

9rahula@iima.ac.in anedco.in



1,000+

student engagements on the MVP

VENTURE

Early traction, not a forecast.

Education

IIM Ahmedabad · PGP · 2009–11

BIT Mesra · B.E. CSE · 2005–09

St. Xavier's, Doranda · Class 10 ICSE · 96% · State Rank 2

DPS Ranchi · Class 12 CBSE (PCM) · 92%

CAT · 99.61 percentile · Quant 99.83 · Verbal 99.82

IIMA projects · Private Label Brands · Corporate Communication

India's First Ever Young Gun, NDTV Profit (2010) · 2nd in IIM Ahmedabad marketing contest by P&G · National Speech Silver Medalist (2007).

For business, institutional and growth conversations