

Women Inc.

Women's Day Special

Women in

Meet this new breed of women executives that being a 'businesswoman' or a 'female' is not to react to provocation of this sort - endeavours.

These 'women' achievers who have proved their difference, you can script your own journey.

Rollover the thumbnails and click to read more



Priya Kumar

Suganthi Shivkumar

Press ESC to close

Neetu Bhatia



Neetu Bhatia, ex- investment banker, recruiter, and current CEO, Co-Founder and Chairman of Kyazoonga.com

The journey

Till two and a half years ago when I turned entrepreneur, I was an investment banker. I did a small stint as a management consultant with Mackenzie in the beginning. After that I became an investment banker on Wall Street, Lehman Brothers and Bank of Montreal. I was leading their new media – Internet and telecom before I moved to India. I've done 40 billion dollars worth of transactions.

The creation of Kyazoonga was very personal. I had no plans to return to India that time. I was pretty well ensconced as an investment banker but the idea came when I was visiting my family in the summer of 2006. Movies and cricket are the two main forms of entertainment in India and yet there was no main aggregated way of selling tickets. Thus, both of us quit our careers and began Kyazoonga.com.

Challenges faced

At a place like Wall Street, you don't tend to think of yourself as any different from the others around you. Of course, it's mostly a male dominated place. However, having worked there for 12 years – my personal philosophy is that if you think you're different, you'll be treated differently. But if you don't and you work as part of the team, whether male or female, then you won't be treated any differently. You need to be one with the rest of the team.

Today, we're about 50% women in the organisation

I've not had a lot of experience with companies here. But today, we're about 50% women in our organisation. This is not because we've sought women out or anything but we have a healthy environment. Hiring more women is increasingly becoming the case. My guess would be that equality comes easier after you get to a certain level. It is different at junior levels. I believe it's easier in corporate India to move upward than abroad because people treat you with respect as you're one of a few. It's easier to get recognised and noticed.

People respect you for your professionalism

I don't think there ought to be a difference if you know what you're talking about, and if you're a good team leader. People respect you for your professionalism, intellectual capabilities and your ability to deliver.

-Ankita Shreeram

