



M. RAMESH

Popularly nown as “Ramesh Praba”

Qualification :

B.Sc. (Chemistry), A.M. Jain College. | MADRAS UNIVERSITY, B.Tech. (Production) | M.I.T. ANNA UNIVERSITY | M.B.A. (Marketing), IIM CALCUTTA

Work Experience:

- 22 Years in Leading National Advertising Agencies as Strategic Planner involving Crucial Marketing / Media / Business strategies.
- 15 years in Audio Visual Production
- **Position held at present:** Managing Director, Galaxy Communication Service Pvt. Ltd.

Nature of Business of Galaxy:

- Advertising Consultancy
- Production of TV Commercials/Radio Spots/Video Documentary
- Production and Marketing of TV Programmes
- Publication of Educational & Cookery Books

Credentials:

As a Career Guidance Counsellor

- Responsible for conceptualizing and conducting the successful career guidance programme “Jeyithu Kaattuvom” organized by Dianamalar for 10th ,



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Business strategies.**

+2 students in all 30 districts of Tamilnadu for the past 10 years.

- Giving motivating talks and guidance for preparing for civil services exams (IAS and IPS) in various colleges of Tamilnadu.
- Giving guest lectures on Advertising & Marketing for M.BA., students.
- Conducting exclusive motivational programmes for Rural students, Government / Municipal / Corporation school students & Tamil Medium students.

As a Creator

- Creator of the current sensational ad campaign “Kungumam Pudhusu Kanna Pudhusu” and “Kungumam Best Kanna Best”, “Super Super Ma Pudhiya Dinakaran Super Ma”, “Summa Nachunnu Iruku Tamizh Murasu”.

As an Anchor

- First Compere of SUN TV and the only Compere with SUN TV for more than 14 years
- Anchored the popular game show “Vaarthai Vilaiyattu” on SUN TV for more than 4 years.
- Anchored game shows titled “Vaarthai Jaalam” and “Maaya Bazaar” on SUN TV
- Anchored the break fast show of SUN TV “Vanakkam Thamizhagam” crossing 2000 Personalities.
- Anchoring the break fast show of Kalaighnar TV “Vidiyale Vaa” interviewing personalities in walk the talk style

As a Producer Cum Director

- Producer cum Director of the successful Musical show “Lalitha Paattukku Paattu” on SUN TV and now in Kalaighnar TV on air for more 600 weeks
- Producer cum Director of the successful Cookery show “Sakthi Masala Suvaiyo Suvai” on SUN TV and now in Kalaighnar TV on air for more 525 weeks
- Producer cum Director of the successful Humour Show “Ellame Siripputhan” KALAIIGNAR TV, every Sunday at 9.30 pm.
- Producer of the successful Breakfast Show “Vidiyale Vaa” on KALAIIGNAR TV, everyday from 7 00 TO 9 00 am.
- Producer cum Director of the successful Talk show “Arokya Uravugal” and supermarket show “Maaya Bazar” on SUN TV.
- Producer cum Director of the successful Talk show “Chutti Mandram”, Musical show. “Galatta Kutcheri”,



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**Written a Serial on
Preparing for job
interviews titled
“Velai Ungalukke” in
Junior Post.**

Humour show “Chutti Looty”, Chat show “Chutti Chat” and Educational show “Chutti Topper” on CHUTTI TV.

- Producer cum Director of more than 100 TV Commercials & Radio Spots
- Producer cum Director of several Documentary & Corporate Video Films

As a Journalist

- Written Serials on Advertising Industry titled “Edhaiyum Virkum Ulagam” and Marketing Case Studies of 25 successful brands titled “Eppadi Jeithargal?” in Junior Vikatan.
- Written a Serial on Preparing for job interviews titled “Velai Ungalukke” in Junior Post.
- Written Serials on Career Guidance for +2 students titled “+2”, Preparing for Civil Services Exam titled “Collector Kanavugal” and various issues related to education titled “Meendum Thalaippu Seithigal” in Kungumam.
- Written a serial for Parents titled “Padiyappa” in Nakkeeran.
- Written a serial emphasizing the importance of education titled “Padithal Mattum Podhume” in Dinakaran.
- Written a serial on preparing for exams titled “Nee Ippa Pass Pass” in Kumudham success.

Awards Won

- Received Best Creator of Social Service Campaign award from Advertising Club, Chennai for AIDS awareness campaign.
- Received “Outstanding Young Person” for the year 2000 from Jaycees
- Received “Ilaignar Vazhikatti 2000” award from Lions International
- Received “Mega Motivator – Ilaignarkalin Ezhuchi Nayagan” award from Rotary International.