

REACHING NEW HEIGHTS

Meet, **Anooja Bashir** who is pioneering resilience and innovation in the entrepreneurial realm



Anooja Bashir



Anooja Bashir's journey is a testament to courage, hard work, and perseverance, leading her to success despite encountering two major startup failures. Her entrepreneurial path serves as a guidebook for aspiring entrepreneurs, showcasing how to navigate the challenges of entrepreneurship. Recently, she received two significant awards: the Economic Times Women Leadership Awards and the National Fame Awards from Brand Impact for Most Enterprising Woman Entrepreneur, 2024. "I want to express my gratitude to the award jury, organizers, and all those who have supported me. I hope that this recognition inspires other women with the drive to achieve big and better," she says.

With over 18 years of experience across various sectors, Anooja is celebrated for her

entrepreneurial flair, marketing expertise, mentorship, business coaching, and advocacy for diversity and inclusion. Her foray into entrepreneurship, initially accidental, has since blossomed, establishing her as a distinguished entrepreneur. Despite initial setbacks with her venture Ourea in 2017 and subsequent financial challenges, Anooja's relentless spirit fuelled a remarkable comeback in 2019, transforming Ourea into a leading Mar-Tech and Branding company. Alongside Co-founder Vinod Chacko, she launched FlexiCloud in 2020, aiming to revolutionize managed cloud hosting with a PAAS platform that integrates all public clouds, ensuring 99.9% uptime, security, and innovative technology support. Their leadership secured Series A Funding from Ushodaya Enterprises, the family house of Ramoji, one of the powerful media tycoons of the country marking a significant milestone in her entrepreneurial career. Anooja also stepped into her third venture along with Vinod and their CFO Binu Mathew to form PokketCFO which is into financial expertise and startup assistance.

Additionally, her entrepreneurial acumen and marketing prowess have garnered recognition from esteemed publications like Forbes, Entrepreneur, and Fortune India. She has been a multiple TEDx Speaker, Josh Talks, and Toast Masters along with being a keynote speaker on National & International platforms. She has also served as a business leader, mentor, and coach, guiding numerous incubators and SMEs. Beyond her professional achievements, Anooja is dedicated to advocating for diversity and inclusion. Holding key positions at organizations like CII-IWN and WICCI, she champions initiatives to empower women and foster inclusivity in the workplace. Through her endeavors with NGOs like Anooja Initiatives and Need Global Foundation, she supports marginalized communities worldwide.

Anooja's journey exemplifies the transformative power of perseverance and innovation. Her ability to overcome challenges with grace and tenacity inspires a generation of entrepreneurs.