

# PROFILE

## Anooja Bashir

Ms. Anooja Bashir, a distinguished serial entrepreneur and renowned marketing strategist, is the Co-founder & CEO of FlexiCloud. With a remarkable journey that began with Ourea, a Kochi-based branding and IT firm, she co-founded FlexiCloud, now recognized as a leading managed cloud hosting solution and proudly listed among Forbes DGems Top 200 Start-ups. A sought-after mentor, Anooja has guided many startups in over 45+ incubators across India toward success. Her accolades include the prestigious Startup Entrepreneur of the Year award by TiEcon Kerala Chapter. She is the first woman entrepreneur from Kerala to grace the iconic New York Times Square Billboard. A prominent speaker at TEDx and Josh Talks, Anooja also holds esteemed positions, including State President for Branding at CII-IWN and National Council Member at WICCI. Through her NGOs, Anooja Initiatives and Need Global Foundation, she champions diversity, inclusion, and the empowerment of women and children, making a global impact.