

OUTLOOK BUSINESS

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THINK BEYOND. STAY AHEAD.



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India's growth story is being shaped by visionaries who challenge convention and create meaningful impact. This feature celebrates inspiring leaders who combine innovation, resilience, and purpose, redefining industries while driving progress. Their journeys are not just about success, but about building value, influencing change, and inspiring the next generation of changemakers

 **inspiring
Indians**

This Feature is curated by the Brand Team of Outlook Publishing India Pvt. Ltd.

Powering Perception. Scaling Impact

Gaurangi Desai Mehra Redefines Industrial Brand Leadership

At the core of her vision is a clear ambition: to build Indian-born companies that are globally recognised and respected.

Gaurangi Desai Mehra represents a new generation of Indian business leaders redefining how legacy industrial companies evolve, compete, and lead on a global stage. As Director – Marketing & Communications at APAR Industries, she has been instrumental in transforming a strong engineering-led organisation into a forward-looking, brand-driven enterprise with a clear global voice.

She has anchored APAR’s positioning as a global leader across cables, conductors, and transformer oils, building a unified narrative that spans the entire energy lifecycle, from generation to transmission to last-mile distribution. This extends into renewable energy, with a sharp focus on solar and wind and the upgradation of utilities, reinforcing APAR’s role in powering the energy transition.

She led a comprehensive brand transformation that repositioned APAR as a solutions-oriented, future-ready company that not only manufactures at scale but shapes conversations around electrification, safety, and sustainability. From introducing electron beam technology to households through the flagship house wire brand APAR Anushakti to raising awareness of higher safety standards, her work brings advanced industrial innovation into everyday relevance.

Her latest national campaign builds on this bridge connecting the high-performance cable technologies used in Vande Bharat and national



Gaurangi Desai Mehra
Director – Marketing & Communications at APAR Industries

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Driving brand-led transformation, Gaurangi Desai Mehra elevates APAR Industries into a global, future-ready leader shaping electrification, sustainability, and trust worldwide
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defence applications to the safety of Indian homes. Thus reframing wires not as commodities, but as critical infrastructure that safeguards lives.

Beyond brand, she has strengthened how APAR engages with capital markets—bringing greater clarity and consistency to its narrative and contributing to improved market confidence and valuation. This is not incremental brand-building; it is business transformation. By aligning perception with performance, she has strengthened market confidence and scaled visibility and impact across touchpoints—national campaigns, digital ecosystems, investor communications, and global platforms—and enhanced talent attraction and retention.

Alongside, she has embedded purpose into performance. Advancing CSR initiatives that have earned national recognition, championing DEI to build more diverse and inclusive workforces, and actively contributing to breaking traditional barriers within the industrial sector. Her work also aims to inspire the next generation of engineers by making the sector more aspirational, future-focused and value-driven.

At the core of her vision is a clear ambition: to build Indian-born companies that are globally recognised and respected. With exports to over 140 countries and a growing presence across the Middle East and the United States, APAR’s global footprint continues to expand—supported by a sharper identity rooted in electrification, sustainability, inclusion, and responsible growth.

Her work reflects a clear belief: when Indian companies lead with conviction, capability, and clarity, they don’t just compete globally—they define the standard.