### Bios of Amar Chitra Katha Executives

**Preeti Vyas**

Preeti Vyas is the President and CEO of Amar Chitra Katha Private Limited, publishers of the iconic Amar Chitra Katha comics, Tinkle magazine and National Geographic Traveller India. She is also the Founder of FunOKPlease Publishing, which creates contemporary Indian content for children. Through her 26-year-long career in the retail, content and publishing industries, she has been a retailer, marketer, publisher, editor, author and entrepreneur.

Preeti is a seasoned bibliophile who believes the solution to any problem in life can be found within the pages of a book somewhere. She believes passionately in the power of children’s books to shape the future of India and the world.

Preeti is a practising Buddhist and lives in Mumbai with her 13-year-old son, fantasy fiction enthusiast, Neel.

**Reena I. Puri**

Reena I. Puri, Executive Editor, Amar Chitra Katha, has been with the company since 1991. Earlier, she worked with various newspapers, magazines and television production houses, even becoming a radio jockey with All India Radio for a short while, till she discovered that writing and editing comics was what she loved best.

Reena was Associate Editor of Tinkle from 1991 and worked with its founder-editor Anant Pai till 2005. During these years, she learned from Mr Pai how to communicate effectively with children and use the comics format to convey inspiration, encouragement, hope and joy.

In 2008, Reena took over as Executive Editor of Amar Chitra Katha and has led the team in the creation of fresh content for the series. Her special interests lie in story-telling, team-building and communicating with children. Her vision is to see more stories about environmentalists, sportspersons and social changemakers, make it to the pages of Amar Chitra Katha.

**Savio Mascarehnas**

Growing up with a galaxy of characters from Tinkle and Amar Chitra Katha, Savio Mascarenhas subconsciously chose to belong and live in this Neverland. Thus for the past 28 years, he has spent most of his time with the comically indomitable and unarguably hilarious characters from Tinkle and the heroes and legends of Amar Chitra Katha.

With a flair for drawing since childhood, doodling and sketching on the back pages of his and his friend’s notebooks Savio breezed through his educational journey. He is a commerce graduate with a post-graduation in advertising and public relations from Mumbai University. This led him into the world of advertising where he started his career as a copywriter. And as luck would have it, he got an opportunity to freelance for Tinkle, drawing comic gags called See’n’smile. That was the beginning of his life as a comic book artist, freelancing with Tinkle and eventually joining as a staff artist in 1994.

While at Tinkle, Savio co-created some amazing characters like Mopes and Purr and Little Shambu with writer Reena Puri, Janoo and Wooly Woo with writer Vineeta Vaid, Super Suppandi and finally Shikari Shambu that he continued illustrating after the legendary creator of the legendary hunter, Vasant Halbe. the legendary Mr Vasant Halbe.

Savio Mascarenhas is the Group Art Director at Amar Chitra Katha Pvt Ltd. He is also a TEDx Speaker on the use of visuals in learning. He has been sharing the idea of VAL (Visual Art Learning) with schools. He visits schools regularly conducting comic-making workshops for children.

**Kuriakose Vaisian**

Kuriakose Vaisian has been a lifelong comic book fan, growing up on a steady diet of Tinkle, Amar Chitra Katha, Archies, Asterix, and Tintin. He has been with Amar Chitra Katha for more than six years now, recently taking up the mantle of editor-in-chief of Tinkle. A former journalist and film-maker, Kuriakose has worked with prestigious media houses such as Malayala Manorama, Deccan Chronicle, and Network 18, and has written columns for publications like the Indian Express and Hindustan Times. He also performs as a stand-up comedian, regularly featuring in shows in and around Mumbai.

**Shilpi Mathur**

Shilpi Mathur joined in 2010 as Assistant Manager of Institutional sales and has risen in her role to being Vice President of Amar Chitra Katha and Tinkle. As part of the marketing team, she launched two new brands in the market – Brainwave and BrightStart. Over the years, she has been instrumental in organising events and book fairs to increase brand visibility. She has taken various government and non-government projects to create some key collaborations.

Shilpi has done her masters in marketing and loves to interact with people from every industry and bring them to the wonderful platform of storytelling. She loves numbers and likes excel sheets and formulae.

**Prateek Dhruva**

A quirky storyteller, with a knack for understanding what makes people tick. Over the last 14 years, Prateek has dabbled in the dark arts of business management, licensing and production, light arts of content (cross-industry and pan-media formats) and performance arts of storytelling, theatre, quizzing, teaching, hosting and training.

As part of Amar Chitra Katha, Prateek is the Vice President of Licensing and Educational Initiatives and the resident storyteller. You could say, he is sort of an intrapreneur. He has been part of setting up multiple internal verticals and business units, like the ACK Studio in Hyderabad, Kalagurukul and ACK Learn, Amar Chitra Katha's learning vertical; as well as has set up the vision and deals to back it for ACK and Tinkle's AV licensing roadmap.

**Sanjana Kapur**

As Associate Editor of Amar Chitra Katha, Sanjana Kapur is always on the lookout for new stories to tell. She enjoys interacting with children and has designed and conducted various workshops and story-telling sessions in schools across India. Besides this, she has created and conducted Amar Chitra Katha quizzes at Comic Con India, schools and a multitude of events over the years.

In her 14 years as a writer and editor, she has written several books for children across genres. Her hope is to be able to tell important stories and explore different mediums of storytelling while doing so. She never tires of telling people that she writes comics for a living!