

IIMB announces Alumni Service Award recipients for 2024

- **C P Madhusudan, PGP 1993**
- **Pawan Sachdeva, PGP 1996**
- **Shashank Kothi, PGP 2000**

C P Madhusudan, PGP 1993

C P Madhusudan, Co-founder, Vyuhaa Med Data, with the launch of CerviAI, has built a technology-led solution for Cervical Cancer screening, developed in association with IIT Hyderabad. With a background in diagnostics and data, he has also contributed to Nondestructive Testing through his venture– Lucid Software.

Mr. Madhusudan has a B Tech degree in Metallurgy from IIT Madras and a PGDM from IIM Bangalore. He headed the Chennai Chapter of the IIMB Alumni Association from 2008 to 2024. He was also the Secretary of the IIT Madras Alumni Association from January 2011 to August 2013 and completed a second term from August 2017 to August 2019.

He is associated with industry bodies such as the Indian Society for Nondestructive Testing (ISNT) & ASNT (American Society for Nondestructive Testing). He is also a Trustee for organizations that are engaged in revival of temples and is a patron of Indian classical music.

On his nomination for the ASA, he said - "I dedicate the award to members of the Chennai Chapter who have lovingly given me the " Lifetime Chapter Head" honor and look forward to making IIMBAA the best in the world."

Pawan Sachdeva, PGP 1996

Pawan Sachdeva is an Impact Investment Analyst at Amansa Capital, Singapore. He is a seasoned professional with a strong background in diverse fields of investment, finance, and public policy.

In addition to his corporate role, he is an active contributor to academia and policy-making, particularly in the area of water governance. He has been regularly involved in delivering guest lectures and workshops at IIMB, particularly on investments and ESG (Environmental, Social, and Governance) investing. He is deeply passionate about bringing industry insights into the classroom, often collaborating with fellow alumni and experts from various sectors to share real-world knowledge with students and curating

partnerships with IIM Bangalore.

Mr. Sachdeva is also an author, environmental enthusiast, and mentor. He emphasizes the importance of continuous reinvention and fostering a strong connection with one's alma mater. His interests include music and spending quality time with his family.

On his nomination he said, "This is a recognition of possibilities of curative, creative, and collaborative partnerships between Alumni and open-minded IIMB leadership, its faculty & staff. I remain thankful to the IIMB community, especially my endearing batch of IIMB96, Viraj Tyagi (PGP' 93), Prof Gopal Naik, and Prof Ravi Anshuman for their support and encouragement."

Shashank Kothi, PGP 2000

Founder of FinFirst, a financial services company and SEBI registered Mutual Fund Distributor, Shashank Kothi has built a financial advisory firm specializing in corporate finance and wealth management.

With a client base across 40 locations, FinFirst helps 400+ clients with a wealth of Rs 650+ crores. Mr. Kothi is also on the Board of Advisors of the Banking & Financial Services MBA Program at T A Pai Management Institute, Manipal.

Mr. Kothi has 25+ years of experience across many dimensions of Finance and Strategy functions in organizations such as Tata Motors, JP Morgan, Vedanta Resources, ICICI Bank, Kotak Investment Banking, and FinFirst. He also carries diverse interests in biographies, public policy, Indian history and culture, and community service.

Mr. Kothi is an alumnus of M S University of Baroda and the Indian Institute of Management Bangalore.

On his nomination for the ASA, he said, "I am delighted to have been selected for this award. The good work that made this happen was possible only because of my significant reliance on the Alumni community and the well-wishers of IIMB. So, in a sense, this award is a recognition for all the well-wishers of IIMB. My sincere gratitude to IIMBAA, IIMB Alumni Office, IIMB community, and the mothership, IIMB.

