

Mittu Tigi

Designer | Entrepreneur | Foodie

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@mittutigi

ABOUT

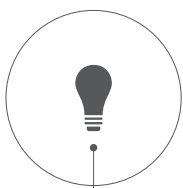
Mittu Tigi, is the Founder of Zhooyi Mediaworks India Pvt Ltd, a branding and advertising agency from Kochi. He has about 8 years of experience in the field of graphic design with a flair for brand identity creation and digital marketing. He was handpicked as one of the 15 participants to attend a special session on Branding from National Institute of Design, Ahmedabad – India's top most institute on Design.

He believes in building the nation through enterprise and is a strong advocate of entrepreneurship development. He is an active member of various entrepreneurship development groups in Kerala and nationally. Presently, he is leading the activities of Headstart Network Foundation, one of India's oldest Entrepreneurship communities with presence in 20+ cities. He is also associated with Jagriti Yatra as an extended Organizing Team Member focussing on Awareness and Media activities for the organization.

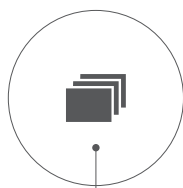
His love for food led to the creation of Eat Kochi Eat, which is the biggest online community for food-lovers in the State with over 40000 members. EKE was honored as Kochi's Favorite Community by FWD Media City Awards in 2016.

In 2017, he was invited to the Rashtrapathi Bhavan to share his experiences of entrepreneurship in the presence of Hon. President Ram Nath Kovind.

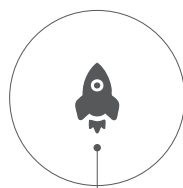
KEY AREAS OF EXPERTISE



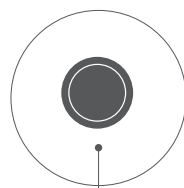
Branding & Design



Digital Marketing Strategy



Entrepreneurship/
Start-up Ecosystems



Food & Hospitality

ASSOCIATED ORGANIZATIONS

zhooyi

as Director & CEO

HEADSTART

as City Lead - Kochi & National Design Lead

JAGRITI
YATRA

as Organizing Team (MarComm)

EAT
KOCHI
EAT

as Co-Founder

INTERACTED AT



**THE RASHTRAPATHI BHAVAN,
NEW DELHI**

Speaking on My Journey in Presence of Hon. President Ram Nath Kovind



**INDIAN INSTITUTE OF
MANAGEMENT, KOZHIKODE**

Workshop on Branding for Startups



**AMAL JYOTHI COLLEGE OF
ENGINEERING, KANJIRAPALLY**

Entrepreneurial Journey



**STARTUP SATURDAY
KOCHI**

Social Entrepreneurship in India



**ST. TERESAS COLLEGE
ERNAKULAM**

Experience Jagriti Yatra