

# Dhruv Maingi

ICPS Co-Founder & Director-IPR



**Expert in :** *Brand Protection*

**Experience :** *10 Years*

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Dhruv Maingi is the Co-Founder and Director of Netrika, a global leader in risk mitigation and integrity management services, operating in emerging and frontier markets. In his role, he takes care of the company's Intellectual Property Rights (IPR), spearheading its brand protection and business intelligence departments. The two verticals together contribute a 50% share in the company's revenue generation pie while comprising nearly half the employee strength at Netrika.

After earning a Bachelor's degree in Information Technology from Amity University, he pursued an Executive Program in Business Management from IIM-Calcutta. Carrying over ten-years-rich experience on his back, he began his investigation career in 2008-09 at Assiduous consultant. He went on to work for Pinkerton in 2011 before joining Netrika in 2013.

As a veteran investigator with expertise in fraud investigations, cyber surveillance, and forensics, he is frequently called to speak at industry-relevant conferences across the globe. He also shares a numinous connection with his profession; on account of a happy coincidence, he often finds himself speaking in conferences the same day he is celebrating his birthday – April 26, which also happens to be World Intellectual Property Day.

At Netrika, he envisions creating a department that high-value international brands can exclusively partner with for handling their brand protection activities and enforcement actions. His five-year-plan consists of ramping up the revenue figures generated by his departments – which currently stands at around 12 crore – to over 50 crore per annum. During the same time frame, he aims to boost the headcount in the departments under his aegis to 500-600. His goal is to have his teams present in all major cities across India. Moving ahead, he also plans on tackling counterfeiting and piracy in countries beyond India by gradually expanding to Bangladesh, Sri Lanka, and Nepal, among others.

When he is not working, he likes to spend time with his two beautiful daughters. He and his wife, a food blogger based in Gurgaon, like to celebrate their daughters' birthdays by sponsoring langar in Gurdwaras. He is fond of reading novels, watching movies, and also likes to dabble with sports in his free time.