

NIHARIKA SHARMA

Multimedia Journalist | Editorial Strategist | Business & Sustainability Reporter

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niharikasharma.me | [Substack: Things I Don't Say Out Loud](#)

PROFILE

Twelve years of journalism spanning television, print, and digital platforms — covering business, finance, sustainability, mobility, politics, and gender. I have reported on corporate India's toughest fault lines, built and led editorial teams, and shaped narratives that moved beyond the page into public conversation. My current role in corporate communications for Honasa Consumer — India's largest D2C beauty group — has sharpened my understanding of how brands, founders, and institutions build credibility and influence. I am now ready to bring that full arc back to journalism, to build editorial platforms that are rigorous, consequential, and built to last.

EXPERIENCE

Content Lead

Honasa Consumer Limited (Mamaearth & Portfolio)

Aug 2024 – Present
Gurugram

- Lead editorial and content strategy for Honasa's house of 7 brands — Mamaearth, The Derma Co, BBlunt, Dr. Sheth's, Aqualogica — across LinkedIn, Twitter, and Instagram, driving measurable brand and audience growth.
- Manage founder personal branding and thought leadership for company founders, establishing individual brand equity in the D2C and sustainability space — a function closely analogous to editorial positioning.
- Drive cross-functional coordination with design, PR agencies, and product marketing teams for campaigns, product launches, and crisis communications — managing multi-format, multi-stakeholder projects end to end.
- Use data analytics and A/B testing to continuously refine content performance — the same rigor I apply to editorial judgment.

Media & Communications Consultant

Independent — clients incl. Edelman / International Solar Alliance

Jul 2023 – Jul 2024
New Delhi

- Contributed independent climate and sustainability journalism to Mint, focusing on policy impacts and corporate environmental accountability.
- Collaborated with Edelman (world's largest independent PR firm) on content strategy for the International Solar Alliance — building communication frameworks for a global intergovernmental initiative.
- Mentored emerging journalists covering the 2024 Indian general elections, ensuring rigorous, ethical reporting standards.

Reporter

Quartz India

Apr 2019 – Jun 2023
New Delhi

- Covered business, political economy, mobility, sustainability, and gender for a US-based digital publication — producing investigative features, data journalism, and breaking news across India and South Asia.
- Investigated gig economy labour conditions in South Asia, market manipulation practices, and India's electric vehicle revolution — stories that required building trust with industry insiders, policymakers, and ground-level sources.

- Transformed complex government statistics and corporate balance sheets into accessible, reader-friendly formats using Datawrapper and Factset — the kind of credible, data-backed rigour essential to rankings and indices.
- Directed a team of seven reporters and data producers, providing mentorship on research methodologies, story development, and journalistic standards.
- Clean mobility coverage earned an invitation to the International Transport Forum summit at the OECD, Paris — a recognition of the editorial quality and influence of the work.
- Served as a regular panelist for India Today's social media discussions on Global South economic and political developments.

Chief Sub Editor — Business Vertical
Daily News & Analysis (DNA / Zee Media)

Aug 2017 – Apr 2019
 Noida

- Led business and financial news coverage for a national digital publication, overseeing editorial strategy and content quality for economic reporting.
- Grew business section monthly traffic from 10% to 300% — the highest-performing vertical in the publication — through strategic content and audience development.
- Spearheaded coverage of Union Budget, RBI monetary policy, and major corporate events; simultaneously served as political correspondent for state elections across Hindi-speaking regions.

Senior Sub Editor
Business Today

Dec 2016 – Aug 2017
 Noida

- Reported on the intersection of politics and corporate India — including demonetisation, GST rollout, and geopolitical impacts on Indian business.
- Covered Uttar Pradesh state elections with analytical depth, and regularly collaborated with India Today's social media team as a live panelist on current affairs.

Senior Sub Editor — Technology & Commodities
Business Standard

Mar 2016 – Nov 2016
 New Delhi

- Covered technology, gadgets, and consumer electronics; managed the Asian commodities page; served as final editor for print, ensuring accuracy and clarity under daily deadline pressure.

Assistant Producer
News18 India (CNN-IBN)

Dec 2014 – Feb 2016
 Noida

- Produced and anchored a prime-time show for Cricket World Cup 2015; led the Bollywood prime-time show IBN7, conducting interviews with Bollywood figures including Shah Rukh Khan and Katrina Kaif; produced travel shows across India.

Production Executive
Zee Media

Nov 2013 – Dec 2014
 Noida

- Specialised in political reporting and anchoring — covered India's anti-corruption movement and the landmark 2014 general elections; produced in-depth interview segments with senior political figures.

CORE COMPETENCIES

Editorial Strategy & Platforms

Investigative & Data Journalism
 Rankings, Indices & Research
 Products

Business, Finance & Policy Reporting

Sustainability & Climate
 Journalism
 Stakeholder & Source

Content & Brand Strategy

Data Visualisation (Datawrapper, Factset)
 Multimedia: Video, Photo, Digital
 Formats

Events & Conference Curation

Management
Team Leadership & Mentorship

Languages: Hindi, English
(Italian/Urdu learning)

EDUCATION

Post Graduate Diploma in English Journalism

Indian Institute of Mass Communication (IIMC), Delhi

Aug 2012 – Mar 2013

Bachelor of Business Administration

Guru Gobind Singh Indraprastha University, Delhi

Jul 2008 – May 2011

RECOGNITION & NOTABLE WORK

- Invited to the International Transport Forum (ITF) annual summit at OECD, Paris, for clean mobility journalism — among a select group of global journalists recognised for sectoral expertise.
- Regular live panelist on India Today's social media discussions on Global South economic and political developments — building a public voice on business and policy.
- Substack newsletter 'Things I Don't Say Out Loud' — exploring culture, human behaviour, and society with the same rigour and curiosity applied to journalism. Read at: substack.com/@thisweekinwords
- Portfolio of published work across Quartz, Mint, Business Today, Business Standard and more — spanning finance, sustainability, aviation, mobility, gender, and political economy: niharikasharma.me