

Jayant Bhuyan, chief executive of India Brand Equity Foundation, dead

Jayant Bhuyan, the chief executive of the India Brand Equity Foundation (IBEF), died here Monday. He was 58 and is survived by his wife Ramola.

An alumnus of St. Stephens College in Delhi University, Bhuyan died following a cardiac surgery in the capital, said a statement issued by the Confederation of Indian Industry (CII), of which he was deputy director general.

The IBEF, which he joined in 2006, is a trust under a joint initiative of the commerce ministry and the CII to promote brand India overseas.

The CII has organised a memorial for him at its first office in the capital at 172, Jor Bagh, between 8:30 a.m. and 10 a.m. Tuesday. After that, his body will be flown to Guwahati for cremation, a spokesperson for the chamber said.

Bhuyan joined the CII in 1975, and during his career, spanning three decades at the industry chamber, he held several positions, including the head of its international division and director of its northern and western regions.

'He interacted extensively with international bodies, government of India and state governments in promoting Indian industry and represented CII at several international conferences,' the chamber said in a statement.

'Bhuyan was known for his enormous warmth and sense of humour, which had earned him a large number of friends,' the statement added.

The soft-spoken executive was also the secretary-general of the Associated Chambers of Commerce and Industry (Assocham), another leading industry lobby, for two years beginning February 2000.

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