



**Innovative Leaders:
The Most Visionary
CEO's to Follow in
2025**

Tariq Siddiqui

The Strategist Behind Purpose-Driven Growth

*Shaping Strategy & communication that drives impact
across water, power, infrastructure, and innovation sectors!*

When organisations face the overwhelming challenge of aligning rapid sectoral innovation with meaningful adoption, especially in critical areas like water, power, infrastructure, technology and decarbonisation, the call for a seasoned strategist becomes unmistakable. Into this complexity steps Tariq Siddiqui, whose deep and profound experience brings clarity and direction. As Chief Strategist at TS Advisory Services, Tariq tackles these very dilemmas, guiding clients through shifting market dynamics and emerging technologies.

With an academic grounding from the Indian Institute of Mass Communication and Jawaharlal Nehru University, Tariq offers over 29 years of masterful business communication and media strategy across sectors, automotive, power, IT, infrastructure, pharma, realty, telecom, water and sanitation. His leadership has helped TS Advisory Services craft Business Strategies and campaigns that resonate, from print to digital, ensuring companies stay not just visible, but genuinely compelling.

In his role, Tariq doesn't merely advise, he architects the bridge between ideas and outcomes. He shapes strategic planning, marketing communications, media management, corporate social initiatives, and event activation. The result? Clients thrive even amid volatility. Under his guidance, TS Advisory has risen among India's fastest-growing firms, earning accolades such as "Entrepreneur of the Year 2024" and recognition for innovation in smart-water and AI-driven solutions.

Tariq personifies the art of turning challenge into opportunity. His visionary leadership ensures that messages are not merely heard, they spark trust, engagement, and action. At TS Advisory Services, he continues to shape communication strategies that empower brands to connect, grow, and stay ahead in a rapidly evolving global landscape.

From Media Expert to Strategist Extraordinaire

Tariq Siddiqui's career didn't follow a usual linear path. It began in media and communications, earning a doctorate in the field, then morphed into an advertising and communication professional and then a strategic advisory career that spans nearly three decades. That foundation in messaging and narrative equipped him to anticipate shifts in competitive landscapes. He did not just learn communications; he learned how to get people and organizations to adopt ideas.

Tariq believes in working smarter, not harder. When he shifted into strategic planning and infrastructure consultancy, he brought a media-savvy mindset to industries that lack it. He saw that corporations in water, infrastructure, realty, and pharmaceuticals were technically capable but unable to broadcast their breakthroughs. Tariq has repeatedly helped clients build strategic advantages by tuning their messaging to market needs rather than blasting generic claims.

Early in his career, he launched fast-moving products in saturated markets and delivered strong returns against tough competition. The move to advising on water and infrastructure projects was more than business; it was a pivot toward impact. He aimed to reduce the disconnect between innovation and adoption in sectors critical to public welfare. That mission drove him to co-found TS Advisory Services, with the goal to help breakthrough technologies become mass-market realities.

His work on national committees, CII, FICCI, ASSOCHAM, PHD Chamber reinforced a reputation not only for technical expertise but also for uniting stakeholders. Tariq built bridges between government priorities and private sector potential. That ability to tie media, business, and policy underscores why he stands out as a strategist: fluent in narrative, neutral in diplomacy, and sharp in insight.



Bridging Innovation and Adoption in the Water Sector

Water scarcity, pollution, rapid technological change, those challenges form a complex web. Tariq observes that many solutions fail to scale due to a communication gap. It's not enough to invent a new membrane or IoT sensor; you must adapt the narrative, targeting regulators, financiers, and end users.



“Tariq didn’t build TSAS around profit alone; he built it on purpose-driven strategy. From day one, his vision was to align business goals with long-term societal impact. At TSAS, strategy is not just about scaling companies; it’s about designing interventions that deliver measurable value to both clients and communities. Every project is approached with a dual objective: driving economic growth while creating meaningful, lasting change.”

Their methods include blending traditional PR with digital-first campaigns, stakeholder education, and proof-of-concept pilots. Innovations like solar-powered filtration systems were deployed in remote zones then communicated as success stories. They sell more than just tech; they tell the story that makes adoption worthwhile.

Tariq also leans on the principle: The problem is the plan. It’s the pressure to follow it perfectly. In unpredictable sectors like water or infrastructure, rigid strategy falls short. Instead, TSAS uses agile-building frameworks, data analytics, and real-time adjustment. That’s cleverly marrying smart strategy with flexibility, letting innovation evolve instead of freeze.

How TS Advisory Services Delivers Impact

TS Advisory Services operates with a singular aim: turn innovation into large-scale action. But what that looks like day-to-day is a suite of practical services. They do strategic planning backed by research. They build communications campaigns rooted in data. They craft impeccable business plans, develop forward-looking strategies, manage media communications, execute impactful events, engage with investors, and shape meaningful CSR initiatives; playing a vital role in driving growth, visibility, and purpose across the organization.

Take water companies: TSAS has helped them assess market readiness, set adoption targets, craft pilot programs, and turn benchmarks into narratives. They have helped clients adopt technologies like smart IoT sensors, AI-driven leak detection, reverse-osmosis, and solar micro-grids. Each roll-out is accompanied by a storytelling strategy, local case studies, regulatory recognition, media endorsements, and stakeholder events.

This dual model, tech advisory plus media strategy, turns abstract innovations into real, adopted solutions. TSAS

Not every risk leads to regret. But every regret comes from a risk not taken. Tariq uses that paradox to remind clients that a new product without a market pathway is more dangerous than no innovation at all. TS Advisory Services has guided major water and infra companies in India to rethink how they position product value, economic savings, sustainability gains, social impact, so that uptake becomes natural.

“For Tariq, digital media is not just a tool; it’s a narrative engine. He believes brands succeed when strategy, story telling, and technology converge with precision. At TSAS, digital campaigns are not just managed; they’re architected to build trust, spark engagement, and move markets.”

launched campaigns on smart water, AI-driven optimization, and solar-powered treatment, each time creating momentum across sectors. This is how they clear the clutter and ensure that innovation finds traction where it can matter most.

Scaling Up: Local Impact to Global Ambitions

TSAS began by serving Indian clients in the water vertical. Today it's expanding into automotive, pharma, realty, media, IT, but its heart remains water innovation. Now Tariq aims to make it global. He is forging alliances with international organizations offering next-generation water tight strategies.

It's less about working harder, more about working smarter. That's the mantra behind TSAS's expansion plans. They are adding investor relations, governance advisory, climate-resilience strategy, research partnerships, and global content creation. They intend to shift from Indian pilots to multinational deployments. The guiding idea: cross-border relevance depends on universal narrative.

They also position themselves as thought leaders. Tariq frequently writes and speaks on water-age transformation, digital twins, AI forecasting, solar-powered filtration. Through articles, webinars, and conferences, TSAS builds reputation and creates pipelines. When a region recognizes AI-based detection or solar micro-grid in India as a working model, TSAS becomes the go-to strategist.

This scaling is intentional, it's deliberate. They know the next wave of water infrastructure will be global. And by the time it arrives, TSAS wants to tip outcomes through communications as much as design. They bet that a clear, compelling story is as important as any technical breakthrough.

“A winning business strategy is not just about growth, it's about clarity of purpose, agility in execution, and the courage to lead when the future is still unfolding.”





Goals, clean water, sanitation, health, gender equality, and climate resilience. He insists that technology without equitable access means little. That worldview shapes TSAS's strategy frameworks. Projects aren't complete unless adoption reaches underserved communities or improves lives measurably. In a field drowning in jargon and complexity, Tariq cuts clarity by focusing on purpose. He crafts strategies that encourage iteration, accountability, and social equity. And the result is not just new tech, it's shared progress.

Commitment to Social Impact and Sustainability

Tariq didn't build TSAS around profit. Beneath it lies a social mission. He serves on the board of the Star Foundation, with a focus on water, girls' education, healthcare, and environment. That personal engagement echoes in TSAS's client work. Interventions are often pitched with dual ROI, economic and societal.

Not every risk leads to regret. But every regret comes from a risk not taken. In philanthropy, often the risk is speaking up or investing early in unproven solutions. Tariq engages deliberately to measure impact as rigorously as business outcomes. His presence on committees means TSAS's projects align with wider social goals.

Tariq also connects his firm's work with UN Sustainable Development

Tariq built a career by weaving media insight, strategic thinking, and a sense of mission into one potent formula. He is not just advising on tech or communications, he is designing pathways that let innovation breathe, spread, and sustain. He shows that strategy is not a rigid chart, but a living guide that adapts, aligns, and amplifies impact. And that's what makes him not just a strategist, but an ambassador of meaningful change.

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