

A graduate of Sophia Polytechnic in 1979, Elsie joined the world of advertising soon after finishing art school. Starting her career in advertising with Lintas, Elsie went on to join Ogilvy and then moved to Enterprise, working closely with Mohammed Khan on some of the most iconic campaigns of that time. She was awarded “Art Director of the Year” for 3 consecutive years by the Communication Arts Guild.

At the age of 30, she was offered a partnership at advertising agency Ambience by Ashok Kurien, where she created some of the most memorable work of that time, including work on brands like Thums Up, Bisleri, Garden Vareli, Lakme, Sil Jams, Saffola and Atmosphere furnishings. She is a multiple award winner at both Indian and international award shows, including the Clio Awards, Cannes Lions, D&AD and The One Show.

After the sale of Ambience to Publicis Worldwide in 2004, Elsie accepted the network’s offer to head a specialised design unit Red Lion within the agency. In a short period of two years, Red Lion was voted by The Economic Times Annual Agency Reckoner as one of the ten best known design brands in the country and remained within the top 10 for 10 years. Elsie has represented India as a returning jury member in several international award shows, including Cannes, D&AD, the Clio Awards, AdFest and has been appointed chairperson at design juries in Spikes Asia and Goa Fest.

She was invited to be a speaker representing India at the international annual ‘Design Indaba’ in Capetown in 2004.

Her foray into designing spaces was a result of her exploration into her own design practise. These experimentations led her to designing spaces ranging from relatively small projects like the dining room of a large corporate house to designing an entire rooftop bar like the well-known Aer Bar at the Four Seasons in Mumbai. The Aer Bar was voted by the Conde Nast Group’s Architectural Digest as the world’s best rooftop bar with a view.

In 2014, Elsie was invited to speak at Ted X conference in Mumbai on “Dream with the child within”

In April 2016, she was awarded Hall of Fame by the Communications Art Guild for her contribution to the word of advertising and design, with a retrospective exhibit of her work.

Recently, Elsie was invited as a speaker for the Festival of Architecture and Interior design in Mumbai on D - talks. She has held student sessions both at Rachana Sansad school of Interior Design and Architecture, and in the ISDI / Parsons school of Interior Design

For 13 consecutive years, Elsie has run the half marathon in the Standard Chartered Mumbai Marathon, winning four gold medals in her category. In 2020, she was awarded the bronze.

After her official shift to Interior spaces in 2016, she has been recognized in The definitive list of 100 most influential architects and interior designers in India for 4 years consecutively.

She is currently working as a design consultant to Mahindra and the RPG group working closely with the top management. She shares her life and her dreams with her husband Hossi, and their 2 children, Yohaana and Aria.