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Vikas Pota is the Managing Director of Saffron Chase, a leading government relations & PR consultancy, and is the author of 'India Inc: How India's Top Ten Entrepreneurs Are Winning Globally'. He is often asked to provide his commentary and insight into Indian business and political matters to the media. He writes a blog on globalization and India, and appears regularly on CNN, BBC News 24, BBC World TV and Al-Jazeera. He has commented in the Financial Times, the Guardian, the Observer, and The Independent on Sunday on issues ranging from the contentious subject of off-shoring and outsourcing, the impact of the Indian Elections on economic reforms, to terrorist attacks such as those experienced in Mumbai in 2008.

In his book 'India Inc: How India's Top Ten Entrepreneurs Are Winning Globally', Vikas narrates the phenomenal journey's of ten Indian entrepreneurs, many of whom have gone from being garage start ups to achieving stunning global success in their lifetimes. Through his book, he provides examples of how Indian entrepreneurs are taking on and beating their global competitors in their own back yards and argues that Indian sensibilities will increasingly shape business debates around the world.

He has advised some of the world's leading firms that have invested billions of dollars in India. In addition to briefing CEOs, Ministers, Parliamentarians, and senior journalists on breaking developments in South Asia, he has taken part in discussions; authored submissions to influential Parliamentary Select Committees, and has delivered speeches to think tanks and the Trades Union Congress on critical subjects like the off-shoring and the globalisation of services.

Saffron Chase has been described as displaying "excellence in every aspect of what they do" by TATA Director S.A Hasan. Through Saffron Chase, Pota launched the India Briefing Centre in 2008 to provide the first bespoke training courses for firms needing an in-depth understanding of the Indian political, economic, and cultural climate. He followed this up by establishing the first UK-India Public Affairs company, Chase India.