

Vikas Nowal: CEO of Interspace Communications

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Vikas Nowal stands at the forefront of India’s communications industry as the CEO of **Interspace Communications**, a homegrown media agency that has scaled dramatically under his leadership. With a vision to go beyond transactional campaign execution, he established Interspace as a strategic partner for clients — combining media planning, BTL, experiential, and digital capabilities.

Building Credibility in a Highly Competitive Arena

In the early days, Nowal and his team faced a major obstacle: breaking into a market dominated by global network agencies. Overall he admits that the lack of a “global badge” made it hard to convince clients of their credibility. However he leaned into strong client relationships, a high standard of delivery that allowed Interspace to offer fresh perspectives.

Operationally, the agency also had to master cash flow management, efficient vendor operations, and talent acquisition — challenges typical for independent startups. Therefore the attributes his company’s success to consistent execution, investment in systems, and building a culture of accountability.

Nowal strongly believes that technology will define the future of communications. Under his leadership, Interspace has integrated **AI, automation, and data-driven insights** into campaign planning and buying. He argues that modern advertising requires a blend of efficiency and emotional intelligence — not just programmatic buy, but culturally relevant storytelling.

Purpose & Sustainability at the Core

Beyond business, Nowal is committed to building a values-driven agency. Hence he frames sustainability as a key pillar at Interspace — from using eco-friendly campaign materials to reusing assets creatively for public good. In his words, purpose is not just a buzzword; it’s central to building lasting trust with clients, partners, and talent.

Navigating Growth with Strategic Vision

Over the years, Interspace has evolved into a **multi-vertical powerhouse**, branching into specialized units like **InteractX, HyperGlocal, and Elevate**. Therefore this phased growth strategy — from stabilization to diversification to growth — highlights Nowal’s long-term thinking and operational clarity.

Advice from Nowal to Aspiring Entrepreneurs

Nowal offers grounded advice to those looking to enter the communications industry:

1. **Resilience is key:** The agency business is intensely execution-driven and cash-sensitive. Building credibility takes time.
2. **Focus on integrity:** In a crowded marketplace, your reputation (with clients, vendors, and employees) is your biggest differentiator.
3. **Be future-ready:** Don't limit yourself by channel. Adopt a media-agnostic mindset, stay agile, and embrace technology.

Why His Story Matters

Vikas Nowal's journey underscores the power of independent entrepreneurship in a space often dominated by global giants. Thus with **discipline, innovation, and purpose**, he has built a communications agency that's not just scalable. Also but sustainable and rooted in human values.

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