

Quote by Nilaya Varma, Co-Founder & Group CEO, Primus Partners and Pooja Lahri,
Managing Director, Primus Partners

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Primus Partners Elevates Pooja Lahri to Managing Director to Strengthen Climate Goal Realization Practice

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Primus Partners, a leading management consulting firm, has elevated Pooja Lahri to the position of Managing Director, to lead the firm's Climate Goal Realization practice. In the capacity of her new role, she will drive the practice's strategic growth, strengthen its market positioning, broaden capabilities and expand its presence across emerging climate priorities and geographies.

With over a decade's experience across consulting and public policy, Pooja's expertise spans across climate policy, climate finance, resilience and sustainability. Throughout her career, she has driven multiple successful climate action and economic transitions with government officials, multilaterals and industry. Her extensive experience across diverse regions of India gives her a deep understanding of the country's varied climate realities and the need for localized solutions.

As Managing Director, Pooja will focus on expanding the practice into emerging climate action areas, build new capabilities, and strengthening its presence across new markets. She will also drive strategic partnerships across public and private sectors, with a focus on combining policy, finance, technology and implementation to translate climate commitments into measurable, investible outcomes.

Commenting on the appointment, Mr. Nilaya Verma, Co-founder and CEO, Primus Partners, said, “Pooja has played a very important role in building our climate journey, and I would like to congratulate her on the new role. Climate sits at the intersection of three important parts of our strategy – International Markets, Solutions and the Private Sector. It gives us the opportunity to take Primus beyond traditional advisory, build solutions with real impact, and work with businesses and institutions globally on one of the defining challenges of our time. I am confident that Pooja will shape this practice into a platform for Primus’ future and make a meaningful difference through this journey.”

Pooja Lahri, Managing Director, Climate & ESG Goal Realisation Practice, Primus Partners, said, “My vision for Primus is to continue building a firm that brings together strong sector expertise, practical problem-solving and a clear focus on outcomes. As we grow, I see significant opportunity to deepen our work in existing areas while building capabilities in emerging sectors and expanding into new geographies. I would also like us to continue investing in our people and in new solutions that allow us to respond to the evolving needs of our clients.”

In her previous role as Executive Director at Primus Partners, Pooja played a pivotal role in building the firm’s climate practice, leading engagements across climate policy, air quality, coastal resilience, climate finance, ESG and sustainable economic transitions, while advancing technology-led solutions for climate decision-making and implementation.

The Climate Goal Realization practice combines policy, finance, technology and implementation to translate climate commitments into scalable, investible and measurable interventions. Shifting the climate action’s focus from ambition to implementation, the portfolio includes climate policy and governance, climate finance, air quality, circular economy, coastal resilience and blue finance, ESG and sustainability, low-carbon transitions, and technology-enabled climate solutions. Going forward, the practice will deepen its capabilities in emerging areas while expanding into new markets and geographies.

Her appointment is aligned with Primus Partners’ ongoing efforts to strengthen its capabilities in climate and sustainability.

About Primus Partners Pvt Ltd:

Primus Partners Pvt Ltd is a leading management consulting services firm headquartered in New Delhi with offices across India and project teams in over 20 Indian states. The firm provides consulting and advisory services across multiple industries, leveraging deep sectoral expertise and innovative approaches. Committed to driving sustainable growth, Primus Partners offers tailored solutions to address complex challenges and deliver lasting impact.