



The Global Compass
of Marketing
Communications



REPORT OF ACTIVITIES: 2024-25
India Chapter of International Advertising Association



President
Abhishek Karnani



Vice President
Jaideep Gandhi



Hon. Secretary
Nandini Dias



Hon. Treasurer
Janak Sarda

Immediate Past President : Avinash Pandey

MEMBERS

1. Srinivasan Swamy
2. M. V. Shreyams Kumar
3. Prasanth Kumar
4. Rana Barua
5. Neha Barjatya
6. Babita Barua
7. Navaneeth L V
8. Neil George
9. Shashi Ranjan
10. Pulkit Trivedi

MANAGING COMMITTEE

The following members were invited to serve on the Committee for the year 2024-25

- | | |
|---------------------------|----------------------------|
| 1. Megha Tata | 17. Dr Bhaskar Das |
| 2. Anant Goenka | 18. Mitrajit Bhattacharya |
| 3. Neeraj Roy | 19. Rani Reddy |
| 4. Pradeep Dwivedi | 20. P N Mahadevan |
| 5. Kranti Gada | 21. Surinder Chawla |
| 6. Nina Elavia Jaipuria | 22. Ajay Kakkar |
| 7. I Venkat | 23. Kari Krishnamurthy |
| 8. Ramesh Narayan | 24. Bharat Gupta |
| 9. Neena Dasgupta | 25. Pankaj Krishna |
| 10. Sam Balsara | 26. Aditya Kanthy |
| 11. Alok Jalan | 27. Manish Anandani |
| 12. Rajeev Beotra | 28. S Subramanyeswar |
| 13. Monica Nayyar Patnaik | 29. Sangeeta Tanwani |
| 14. Gaurav Jeet Singh | 30. Devendra Chawla |
| 15. Ashok Venkatramani | 31. Santosh Krishnamoorthy |
| 16. Rahul Johri | 32. Carol Goyal |

MEETINGS

During the year under review, there were 7 meetings of the Managing Committee.

October 23, 2024

1st

2nd

December 11, 2024

April 4, 2025

3rd

4th

June 18, 2025

August 7, 2025

5th

6th

September 3, 2025

September 25, 2025 - AGM

7th





**Dear Members,
Partners, and Friends of IAA,**

As we look back on 2024-25, it is with immense pride and gratitude that I present this year's Annual Report of the International Advertising Association, India Chapter. This year has been defined by bold conversations, innovative platforms, and a steadfast commitment to driving change across our industry.

Our flagship initiative, the Voice of Change Summit in Gurgaon, reaffirmed IAA's leadership in championing equitable gender portrayal in media. With distinguished voices such as Smt. Smriti Irani, Taapsee Pannu, and industry stalwarts, the summit provided not just dialogue but a movement to reshape how gender is represented

across advertising and content. Complementing this, our Voice of Change Roadshows with Madison and BBDO India extended the conversation deeper into the creative community, amplifying our mission of inclusivity and fairness.

Equally significant was our exploration of marketing's future through IAA Conversations: Marketing in the Age of AI, which brought global expertise to the Indian stage. AI's transformative role in marketing was further echoed at the Sambad CEO Conclave in Bhubaneswar, where IAA partnered in deliberations around industries in the age of AI. These forums underscored our role in shaping dialogue at the intersection of creativity, technology, and business.

The year also witnessed the launch of the ad:tech Honours, a first-of-its-kind recognition celebrating pioneers of marketing technology, co-hosted with ad:tech New Delhi. It was a proud moment for IAA to be part of this milestone, honoring visionaries redefining our industry's future.

Sustainability continued to be at the heart of our agenda. The Olive Crown Awards 2025, now in its 15th year, once again brought together industry leaders to celebrate campaigns, individuals, and organizations leading the green movement.

PRESIDENT'S MESSAGE

From grassroots crusaders to corporate champions, these awards reaffirmed our belief that advertising is a force for good.

We also celebrated extraordinary leadership at the IAA Leadership Awards 2025 in Mumbai. In a year when AI was our chosen theme, we symbolically embraced the future with robots presenting awards, and honorees like Uday Kotak and Prasoon Joshi reminding us of the human vision and creativity that continue to inspire.

Beyond events, our collaboration with the Indian Merchants' Chamber for the IAA-IMC Sustainability Contest and our ongoing social initiatives further demonstrated IAA's resolve to align creativity with social responsibility. We also collaborated with MMA India and the INMA South Asia News Media Festival to promote key industry initiatives.

All of this was made possible by the tireless efforts of our Managing Committee, our partners, and the larger IAA family. Your support has enabled us to set benchmarks, foster dialogue, and create impact that resonates far

beyond our industry.

As we step into 2025-26, we do so with renewed energy and purpose. The year ahead will demand us to embrace technology, deepen our advocacy for sustainability, and continue to champion diversity and inclusivity. I am confident that together we will continue to shape an industry that not only thrives in business but also makes a lasting difference to society.

On behalf of the IAA India Chapter, I extend my heartfelt thanks to each one of you for being a vital part of this journey.

Warm regards,

Abhishek Karnani

President, IAA India Chapter

IAA Voice of Change Summit 11th November 2024, Gurgaon

IAA India Chapter hosted the third edition of its 'Voice of Change' summit, themed 'Gender Portrayal from 30 Seconds to 3 Hours', aiming to champion gender-sensitive and equitable content across media.

This impactful event featured an impressive lineup, including Chief Guest Smt. Smriti Irani, Guest of Honour, Taapsee Pannu and prominent industry leaders such as Srinivasan K. Swamy, Neha Barjatya, Eashwari Deshpande, Anushree Bhattacharyya, Mitrajit Bhattacharya, Neena Dasgupta, Anurag Agnihotri, Karthik Nagarajan, Zairus Master, Gautami Kawale, Janaki Amrite and Shreya Jain.



The summit highlighted the critical role of the stakeholders of the industry in shaping gender representation and addressed the need to challenge biases.

The summit's opening session, led by Nina Elavia Jaipuria and Megha Tata, Chairperson and Co-Chairperson of the IAA India Women Empowerment Committee, discussed the evolution of the 'IAA: Voice of Change' movement since its inception in 2021.

The Chief Guest, Smt. Smriti Irani, Former Cabinet Minister, engaged in a lively and insightful conversation with Neha Barjatya, IAA Mancom Member and Marketing Director at Google India. They discussed the transformative role content creators play in reshaping the portrayal of women in media and society.



In a special address, Geetanjali Master, Partnerships Specialist in Public & Private Sector Engagement, UNICEF Delhi, highlighted the pervasive impact of gender socialization on opportunities for girls in India, emphasizing the role of media and community engagement.

The event honored remarkable industry stalwarts who have tirelessly championed gender equity and led by example as protagonists of change. The recipient of the 'Gender Warriors' award were C.V.L. Srinivas, Country Manager, WPP India, recognized for driving transformative change in the industry & Smita Sharma, an acclaimed photojournalist and visual storyteller, for her impactful work in human rights and gender issues.



The event was marked by thought-provoking insights panel discussions on "Conscious Creativity in Digital Content" & "Digital Advertising through the Gender Lens."



The event wrapped up with an engaging and deeply inspiring fireside chat featuring acclaimed actor Taapsee Pannu, moderated by Mitrajit Bhattacharya, IAA Mancom Member and Founder of The Horologists. The session celebrated Taapsee's fearless spirit, impressive body of work, and commitment to impactful storytelling.



IAA Voice of Change Roadshows at Madison 15th November 2024, Mumbai

The IAA Voice of Change (VOC) initiative brought together incredible minds to discuss the pivotal role of Gender equality and portrayal in media and advertising.

Joined by UNICEF, the session included a presentation on the research study conducted by Geena Davis Institute on gender portrayal in Ads, by Geetanjali Master, Partnerships Specialist, Public and Private sector engagement, Resource Mobilisation Section, UNICEF Delhi.

This was followed by a panel discussion on how gender portrayal shapes narratives in everything from 30 seconds to 3 hour films, moderated by Kosal Malladi, Vice President Loop. Panellists were Pooja Prabhu - Deputy General Manager Account Management; Abhiruchi Chand - Lyricist, Screenwriter; Sudarshan Karandikar, Senior Consultant & Jolene Fernandes Solanki - COO Madison Media Ultra.



IAA Conversations 21st January 2025, Mumbai

The topic of the conversations was 'Marketing in the Age of AI'. It was an inspiring session where Babita Baruah, IAA Mancom Member and CEO, VML India, moderated a captivating conversation with Prof. Sunil Gupta, Edward W. Carter Professor of Business Administration at Harvard Business School.

Together, they explored how AI is reshaping the world of marketing and the endless possibilities it brings.



IAA ad:tech Honours Awards 7th March 2025, Gurgaon

The advertising and marketing landscape is undergoing a seismic shift, powered by the relentless march of technological innovation. To acknowledge and celebrate this transformation, ad:tech New Delhi unveiled the inaugural 'ad:tech Honours' a prestigious awards initiative recognizing the pioneers and visionaries driving excellence in marketing technology, in collaboration with the IAA.



This milestone event convened industry luminaries to pay tribute to individuals and organizations reshaping the future of tech-driven marketing. For the first time, the transformative power of marketing technology was celebrated on a grand scale, marking a pivotal moment in the industry's evolution.



The Voice of Change Roadshows at BBDO Mumbai

20th March 2025, Mumbai

This event conducted at the Omnicom Advertising Group, Mumbai office, consisted of a presentation on a research study conducted by UNICEF and Geena Davis Institute on gender portrayal in Ads, as well as a panel discussion by eminent creative minds and brand-makers across the industry.



The research study was presented by Gitanjali Master, UNICEF. The panel discussion was moderated by Vanaja Pillai, President 22 Feet & Head Diversity and Inclusion, DDB Mudra Group and the Panellists were: Josy Paul, CCO, BBDO India, Lalitha Priya Nathan, DEI & Talent Program Director, DDB Mudra Group, Madhuboni Bhattacharya, Executive Brand Strategist, BBDO India, Amit Kekra, Chief Strategy Officer, TBWA India and Supriya Srinivasa, Marketing Director, Feminine Care, Kenvue.



IAA Olive Crown Awards 4th April 2025, Mumbai

The 15th edition of the IAA Olive Crown Awards honoured the outstanding contributions of individuals and organizations championing the cause of sustainability. The event was graced by some of the most distinguished leaders from the creative and corporate worlds.

A distinguished panel of jurors, featuring celebrated professionals like Carlton D'Silva, Founder of Musemakers & House of Awe, Tista Sen, Founder of TistaThinks, Ambareesh Chakraborty, Senior Partner & Executive Creative Director at R K Swamy Ltd, and Rahul Ghosh, National Creative Director at VML, meticulously evaluated entries to finalize the winners.



The Guest of Honour, Shri Rahul Narwekar, Hon. Speaker Maharashtra Assembly congratulated IAA for successfully organizing the Olive Crown Awards for the last 15th years successively.



RK Swamy bagged four Olive Crowns and Jury's Special Mentions including the 'Green Agency Of The Year', Packmate Grrreen LLP won the 'Green Brand of the Year'- Gold whereas Adani Enterprises Limited won Gold in 'Corporate Crusader Of The Year' & 'Green Advertiser of The Year' category.





These awards were presented across 17 different categories, including the coveted title 'Green Crusader of the Year' award, which was presented to Dharmesh Barai a visionary environmentalist whose impactful initiatives have been pivotal in preserving and rejuvenating Maharashtra's natural ecosystems.



Earth Brigade Foundation won Gold in the category 'Green NGO of the Year'.





Committee's Choice special award for "Best Continuing Effort" was conferred to The Bhamla Foundation & Hungama Digital Media for the United Nations World Environment Day campaign called 'Bhoomi Namaskar'; for their continuous efforts in promoting sustainability.



The Voice of Change Roadshow at Ogilvy 20th May 2025, Mumbai

IAA hosted the Voice of Change roadshow with Ogilvy at their Mumbai office. The event had an inspiring panel of creative leaders: Kainaz Karmakar, Chief Creative Officer - India, Tanuja Bhat, Senior



Executive Creative Director & Creative Head - Beauty & Luxury, West, Akshay Seth, Senior Executive Creative Director and Monty Bharali, Chief Talent Officer, Ogilvy and 82.5 India.

The discussion explored how deeply ingrained stereotypes often creep into advertising and the role of agencies in dismantling them. By sharing case experiences and real examples, the panel emphasized how authentic, gender-balanced storytelling can not only shift culture but also strengthen brand trust.

The session ended on a powerful note - true creativity lies in breaking norms and telling stories that resonate with all genders equally.



IAA Voice of Change (VOC) session at Goafest 22nd May 2025, Goa

What are the biases grappling the advertising industry? How can we influence the creative community to be more inclusive? What steps can the advertising industry take to be more accepting? These were the key questions discussed at the IAA VOC session 'Beyond pink and blue - gender conscious creativity in the dynamic landscape on the second day of Goafest 2025.

A thought-provoking panel discussion on gender representation in advertising featured PG Aditiya, Co-founder & CCO, Talented, Darshana Shah, CMO, Aditya Birla Capital, Rubeena Singh, MD - India, NP Digital and was moderated by Megha Tata, Co-Chairperson, Women Empowerment Committee, IAA India Chapter. The panel advocated for a more conscious and inclusive approach to storytelling, one that transcends stereotypes and reflects the nuanced realities of gender in today's world.



IAA partnered with 'Sambad CEO Conclave 2025' 6th June 2025, Bhubaneswar

The Sambad Group hosted the fourth edition of the Sambad CEO Conclave 2025 in Bhubaneswar, with the theme 'Industries in the Age of AI'. The International Advertising Association (IAA) proudly partnered with this forward-looking initiative.

Dr. Monica Nayyar Patnaik, Director of Eastern Media Limited and IAA Mancom Member, delivered the welcome address, setting the tone for a day of insightful dialogue.



Odisha Assembly Speaker Surama Padhy, the Chief Guest, underscored the transformative potential of Artificial Intelligence in driving economic growth across the state and the nation. Industries Minister Sampad Chandra Swain, serving as Chief Speaker, emphasized the responsible application of AI for societal advancement.

Distinguished IAA leaders, Srinivasan K Swamy, Executive Chairman, RK Swamy Hansa Group and Abhishek Karnani, President, IAA India Chapter shared their perspectives on the evolving industrial landscape in the age of AI.



IAA Conversations 18th June 2025, Mumbai

In a powerful and insightful edition of IAA Conversations, the India Chapter of IAA, in association with The Free Press Journal, hosted Shri Navneet Kumar Sehgal, Chairman of Prasar Bharati, in a captivating conversation with Ashwin Padmanabhan, COO of GroupM South Asia.



Kicking off the event, IAA India Chapter President, Abhishek Karnani welcomed a packed room of communication professionals, brand custodians, agency leaders, and media veterans, reflecting on the power of meaningful conversations.

Addressing the audience Sehgal said “Advertisement is a powerful way of communication, it enlists interest, engages emotions and ultimately moves people to act. That’s as relevant for social good and public service as it is for commerce.” He also shared plans to transform India’s national broadcaster into a digitally empowered, advertiser-friendly media force.

The Voice of Change Roadshow at VML 20th June 2025, Mumbai

The session brought together leading voices including: Payal Vaidya, Chief Experience Officer, VML, Rahul Ghosh, National Creative Director, VML, Sarina Menezes, Head of Marketing & Communications, Oberoi Realty, Abhishek Maloo, Head Marketing, Birla Cosmetics and Babita Baruah, CEO, VML India.

The panel explored how creativity can drive gender-sensitive storytelling while addressing the subtle biases that often shape campaigns. The discussion delved into the evolving role of brands in challenging stereotypes, creating responsible narratives and embedding gender inclusivity across campaigns. With their diverse perspectives, the speakers highlighted how creativity can be a strong enabler of progressive social change.



IAA Leadership Awards 7th August 2025, Mumbai

IAA India Chapter proudly hosted the 12th edition of the prestigious IAA Leadership Awards. This year's theme captured the spirit of a rapidly evolving era, one where the lines between artificial intelligence and human ingenuity are increasingly converging. In a striking tribute to this transformation, the ceremony featured robots presenting trophies, replacing traditional hostesses and offering a symbolic glimpse into the future.

The evening welcomed over 300 distinguished guests, including senior leaders from marketing, advertising, media and business. It was a grand celebration of visionary leadership and compelling storytelling elements that continue to shape the brand narrative of modern India.



'IAA Business Leader of the Year 2025' was conferred upon Uday Kotak, recognising his visionary leadership and lasting contribution to India's financial and corporate landscape.



Creative visionary Prasoon Joshi was inducted into the 'IAA Hall of Fame' for his extraordinary contribution to the advertising and creative industries over the decades.



Actor Kartik Aaryan and actress Tripti Dimri were crowned 'IAA Brand Endorsers of the Year'.



Senthil Kumar, VML was honoured with the 'IAA Creative Agency Head of the Year', Mohit Joshi, Havas Media was named 'IAA Media Agency Head of the Year' while Kevin Vaz, JioStar received the 'IAA Media Person of the Year.'



Industry stalwart Ramesh Narayan was honoured with the 'Force for Good' Award in recognition of his decades-long commitment to ethical leadership and his unwavering dedication to driving social impact through advertising.



IAA launched its Sonic Identity (MOGO-musical logo) at the Leadership Awards. As a part of the collaboration, BrandMusiq crafted a distinct MOGO and an immersive MOGOSCAPE - a rich sonic environment that reflects IAA's archetypes, echoing IAA's purpose to lead, uplift and connect with heart. The sonic identity will now become a part of IAA's brand world, echoing across events, films, digital platforms, and campaigns-offering a consistent and emotionally engaging experience to all who interact with it.

IndIAA Awards 7th October, Mumbai

The 10th edition of the IndIAA brought together India's most influential advertisers, agencies, and creative leaders in a grand celebration of storytelling and innovation. Marking a decade of recognizing excellence, the IndIAA Awards continue to stand apart for honoring co-creators of campaigns and for being judged by India's most senior marketers. Each year, the awards salute ideas that connect brands with culture, emotion, and purpose.

Arun Srinivas, Managing Director & Country Head, Meta India was the Jury Chairperson. The event witnessed an evening of pride and prestige as Shilpa Shetty was recognised as the 'Most Disruptive Brand in the Entertainment Industry' by the IAA India Chapter.



Leading brands and agencies took centre stage this year with exceptional work across 16 categories. Among the big winners were Hero MotoCorp in 'Automotives & Accessories', HDFC Mutual Fund in 'Banking & Finance', Asian Paints in 'Home Décor & Fittings', Colgate-Palmolive in 'Personal Care', and Meta in 'Telecom & Technology' category.

Other standout winners included Urban Company, Gabit, Dream11, Tanishq, Swiggy, MakeMyTrip, and Stayfree, representing a dynamic mix of homegrown icons and new-age disruptors, each redefining creativity and storytelling in their own space.

Creative agencies such as Ogilvy India, Moonshot, DDB Mudra, Lowe Lintas, and Creativeland Asia were among the evenings top performers, each demonstrating creative excellence and strategic innovation across multiple categories. Media agencies including Madison Media, Wavemaker, Havas Media, Essence Mediacom, Starcom, and IPG Mediabrand also played a vital role in delivering some of the year's most memorable campaigns.



IAA-IMC Sustainability contest

IAA along with the Indian Merchants chambers (IMC) called for entries from the creative industry to craft campaigns that promote eco-conscious behaviour and inspire real-world impact.

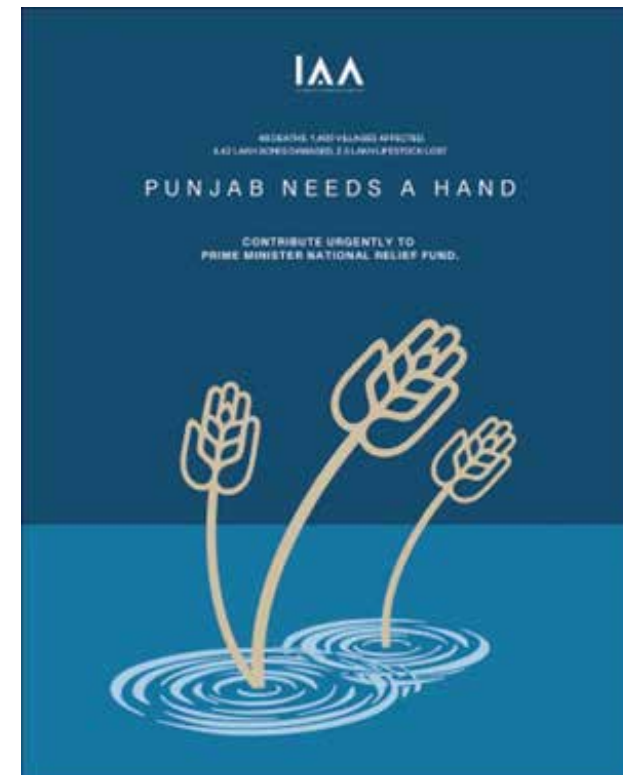
A jury comprising Raj Nair, Chief Creative Officer, Garage Worldwide, Bobby Pawar, Advisor and Former Ad Guy, Senthil Kumar, Chief Creative Officer, VML, PG Aditiya, Co-founder & CCO, Talented, Amer Jaleel, Co-founder, Curativity judged the entries. The innovative 'Pinky Promise' campaign created by Rahul Rudra & Abhishek Kaddi of Ogilvy was selected as winner of the Sustainability Campaign. They were felicitated at the Olive Crown awards ceremony held on 4th April .



IAA calls for urgent help for Punjab flood victims.

The India Chapter of IAA created a cause related advertisement appealing for urgent contributions to the hapless victims of the Punjab Floods. The creative was designed by Havas India.

This was featured in leading newspapers and digital platforms.



INDIA CHAPTER REPRESENTATIONS

The INMA South Asia News Media Festival 2025

July 9 - 10th, Mumbai

The conference explored the evolving dynamics of the advertising ecosystem, focusing on the intersections of content, consumer behavior, and technology. Several distinguished members of the IAA India Chapter's Managing Committee addressed the gathering as speakers, including Abhishek Karnani, President, IAA India Chapter, L V Navaneeth, CEO, The Hindu Group, Pradeep Dwivedi, Group CEO, Eros Media World, Anant Goenka, Executive Director, The Indian Express, Aditya Kanthy, CEO & MD, Omnicom Advertising Group and Surinder Chawla, President - Response, BCCL.



IAA was support partner to the MMA Smarties Unplugged India 2025

Oct 10th, Mumbai



IAA @ Cannes Lions 2024



IAA India Chapter Committee Members at the Cannes Lions.

The Asian Federation of Advertising Associations (AFAA) felicitated the all-India winners of the 'Changemakers For Good Awards' at the IndIAA Awards 2025.

These awards are unique as they salute those marketing and advertising efforts that bring about real societal change. This is not about selling goods and services. It is about changing our world. The jury for this year were Shreyams Kumar (President, Indian Newspapers Society), Abhishek Karnani (President, IAA India Chapter), Rana Barua (President, The Advertising Club) and Ajay Kakar (Indian Society of Advertisers).

The winners for the four categories were:

Advertising: R K Swamy for 'Happy Breastfeeding Week - Himalaya Babycare'

Innovation: R K Swamy for 'Happy Breastfeeding Week - Himalaya Babycare'

Government: Associated Advertising Pvt Ltd for 'T-Safe Awareness Campaign Telangana Police -Women Safety Wing'

Industry Leader: Ramesh Narayan





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