Mad Men Summit

BY all accounts the IAA Silver Jubilee summit held last week in Kochi was a sparkling affair. Befitting of the country's leading advertising organizations, the Indian version of Mad Men, led by **Pradeep Guha**, chairman of the Jubilee celebrations managed to rope in no less than **Sachin Tendulkar**, **SRK**, **Mammootty** and **Sadhguru Jaggi Vasudev** to attend the celebrations. "It was one of the best events I have been involved in, in terms of content quality of speakers and events planned," said Guha, a veteran of many a summit. And yes, he got to fly down in the private jet with SRK!

Pradeep Guha with Shah Rukh Khan and Sachin Tendulkar