

**On a road down disruption and evolution with Rajeev Chaba of MG Motor**

The India Chapter of the International Advertising Association (IAA) hosted the IAA Retrospect and Prospects with Rajeev Chaba, President and Managing Director of MG Motors, today the 21st of January in New Delhi. ABP Network was the presenting partner for the event.

Rajeev Chaba, President, and Managing Director of MG Motor, the keynote speaker at the IAA Retrospect & Prospects, strongly emphasized: "No country can progress if women are not part of the formal economy of the country". He proudly stated that as part of its core commitment to gender diversity and community development, MG Motor India is extending its focus on educating the girl child with HECTOR. MG Motor India has been working with different non-profit organizations and even enabling skill training for women from rural areas. MG has also been setting industry benchmarks in terms of gender diversity at its workplace. With women comprising 31% of its total workforce in India, the automaker has the ratio of highest gender diverse workforce in the industry.

He stressed the importance of creating goodwill with positive stories by enhancing customer-dealer relationships and experience.

Breaking the myth, he mentioned that the maintenance of an electric car is actually lower than a petrol/diesel car. Speaking of the disruption that happened and evolution to come, Rajeev Chaba spoke on the acronym of the automotive industry CASE - Connectivity | Autonomous |Sharing | Electrification to be the guiding principal for the future of the industry.

 Megha Tata, IAA President and Managing Director – South Asia, Discovery Communications India said “As we begin the New Year, it is always a great idea to look back and introspect on the things that we did well, and the things we could have done better. The IAA Retrospect and Prospects with Rajeev Chaba, President and Managing Director of MG Motors was an extremely enlightening experience. Let us as an industry, venture forth to grab new and exciting opportunities that 2021 will present to us while taking strong lessons from 2020!”

Avinash Pandey, Chairman, IAA Retrospect and Prospects Committee and CEO, ABP Network, said, "It is a great event to begin the year with. As someone once mentioned “The past paves the way for the future” especially with Covid disrupting all plans and predictions. This is a wonderful opportunity for the marketer to have the best of both rearview stats and front view potential from Rajeev Chaba, President, and MD of MG Motor India, to help chart a course ahead in the industry.”

About IAA

The International Advertising Association is the world’s only globally-focused integrated advertising trade association with membership representing Advertising agencies and the Media. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is over 80 years’ old and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as its members.  IAA in India is seen as the most active chapter by IAA Global. IAA India is well-recognized for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IndIAA Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum, and an array of IAA Knowledge Seminars, Webinars, Workshops, Conclaves etc.