



Report Of Activities 2015-2016

India Chapter of International Advertising Association

MANAGING COMMITTEE 2015-16

MANAGING COMMITTEE

President

Srinivasan K Swamy

Vice President

Neeraj Roy

Hon. Secretary

Monica Tata

Hon. Treasurer

Janak Sarda

Immediate Past President

Kaushik Roy

Members

Abhishek Karnani

Anand Sankeswar

Ashok Venkatramani

Dr Bhaskar Das

CVL Srinivas

Jaideep Gandhi

Manish Advani

M V Shreyams Kumar

Pradeep Dwivedi

Vishakha Singh

The following were invited as special invitees to serve on the committee for the Year 2015-16 :

Atit Mehta

Kunal Lalani

Dr. M G Parameswaran

Partho Das Gupta

Pradeep Guha

Raj Nayak

Ramesh Narayan

Sam Balsara

Vikram Sakhuja

Salil Kapoor (from 14.07.16)

I Venkat (from 10.08.16)

MEETINGS: There were 12 meetings of the Managing Committee. 9 of these were held in Mumbai and 1 each in Goa, Hubli and Chennai.

September 30, 2015

November 5, 2015

December 10, 2015

January 12, 2016

February 9, 2016

March 3, 2016 (at Chennai)

April 8, 2016 (at Goa)

May 6, 2016 (at Hubli)

June 8, 2016

July 14, 2016

August 10, 2016

September 8, 2016

PRESIDENT'S MESSAGE

A tumultuous four years

I have been privileged to lead the India Chapter of IAA for 4 years. In these 4 years, I was fortunate to have some of the most amazing people in the Managing Committee who made my task easy, making IAA to be seen as the most active body in India. The hard work by many of them has been recognized by IAA Global and India is today firmly entrenched as a resourceful and robust Chapter to help move the global agenda forward.

As I step down from the Presidentship of IAA India Chapter, we have four important positions in the global body which is unprecedented.

IAA India is poised for further growth under a new team. I am happy to be part of this team as Immediate Past President to move India's agenda forward both here and on the global stage.

Srinivasan K Swamy
President 2012-2016





IAA LEADERSHIP AWARDS

The 4th edition of IAA Leadership Awards on 12th March 2016 was a glorious affair where the who's who got together to felicitate the leaders in the fields of marketing, media and advertising. Union Minister of State of Home Affairs, Kiren Rijiju was the chief guest, and he presented the awards.

Special awards were given to Kumar Mangalam Birla of the Aditya Birla Group as CEO of the Year, to Raj Nayak of Colors as the Media Person of the Year, while Ashish Bhasin, of the Dentsu Aegis Network, and Josy Paul of BBDO India got the Media Agency and Creative

Agency Heads of the Year awards; Rajat Sharma of India TV was chosen Television Anchor of the Year, and Sanjay Gupta of Dainik Jagran was awarded the News Editor of the Year. Bharat Patel, former CMD, Procter & Gamble and Past Chairman of the Indian Society of Advertisers, was inducted into the Hall of Fame, and actor Varun Dhawan was Celebrity Endorser of the Year.



IAA OLIVE CROWN AWARDS

The sixth edition of the IAA Olive Crown Awards was hosted on 9th March 2016 at the lawns of Radio Club in Mumbai.

The chief guest at the event was Ms Amruta Fadnavis, wife of Chief Minister of Maharashtra while Rana Kapoor, Chairman and CEO, Yes Bank & Dia Mirza, Green Environment Activist & Actor were the guests of honour.

The Corporate Crusader Award was shared by Yes Bank and Dainik Bhaskar Group, while ZEE Entertainment Enterprises got a Special Award for greening their production. The IAA Olive Crown 'Green Crusader Award 2016' was awarded to Late Padmashri Bhavarlal Hiralal Jain.

IAA INDIAA AWARDS

The first edition of IndIAA Awards was held on 13th October, 2015 at Mumbai. The IndIAA Award format ensured that 'ads for awards only' didn't come through as winner. Real work backed by real budgets of top advertised categories were initially nominated, then shortlisted and finally the winners were chosen by an erudite jury comprising heads of large advertisers.

From over 500 nominations, 76 were shortlisted and finally, 16 winners were chosen by a jury which comprised of Harish Manwani, COO, Unilever; Bhaskar Bhat, Titan; Sangeeta Pendurkar, Kellogg's India; B. Sriram, State Bank of India; and Sanjeeb Chaudhuri, Standard Chartered Bank.

The 2nd edition of INDIAA awards was held on 16th September, 2016 at Mumbai.

The INDIAA awards were handed over in 15 categories. D Shivakumar, Chairman & CEO, PepsiCo India, chaired a jury of senior business leaders, which included Shantanu Khosla, Crompton Greaves, VL Rajesh, ITC Foods, Geetu Verma, Hindustan Unilever, Sanjay Behl, Raymond and Amit Syngle, Asian Paints.

An important difference at IndIAA Awards is that it is presented to all the co-creators of the campaign on the same stage, comprising the marketer, creative and media agencies and others as appropriate



IAA CONVERSATIONS

There were four IAA Conversations held during this period. The first IAA Conversations was organised on 13th October 2015, between author and journalist Shankkar Aiyar and Dr Subhash Chandra, Chairman, ZEE and Essel Group on 'News Neutrality'. The conversation covered domestic news media ownership issues, separating news and opinion, and corrupt media practices, under the overarching theme of 'News Neutrality'.

The next Conversations was on 29th January 2016 on the topic 'Will India Finally Start Up Now?' with Dinesh Agarwal, Founder & CEO, Indiamart in discussion with Abhiraj Singh Bahl, Founder, UrbanClap. The speakers felt that entrepreneurship is the only method through which India's economy can grow leaps and bounds. This was aired in Zee Premier Channel.

The third IAA Conversations was organized on 2nd May, 2016 at Mumbai with Neeraj Kakkar, CEO, Hector Beverages & Santosh Desai, MD & CEO, Future Group on Marketing of Nostalgia and the fourth one was on 15th July 2016 with Indrajit Gupta, Co-founder and Director, Founding Fuel in conversation with Azhar Iqbal, Co-founder and CEO, Inshorts on the topic 'Contraction for Expansion'.





IAA DEBATES

IAA organised a Debate on 4th March 2016. The topic of discussion was 'Today, digital is overrated in its use as a medium in the marketing of packaged goods and services.'

The speakers for the motion were Partha Sinha , Vice Chairman & MD, McCann Worldgroup and Ajay Kakkar, CMO-Financial Services, Aditya Birla Group and against the motion were Sanjay Tripathi , Senior Executive VP, HDFC Life Carlton D'Silva, CEO, Hungama Digital Services. Monica Tata, moderated the session.

The next Debate was on 14th September 2016, Mumbai and the topic of discussion was "The quality of creativity in print advertising today is adversely impacting the efficacy of the print medium".

Speaking for the motion were Mitrajit Bhattacharya, President & Publisher, Chitralakha Group, and Sandip Tarkas, CEO, (Sports, Media & Special Projects), Future Group; and against the motion were Rana Barua, CEO, Contract India & Kamal Basu, Marketing & PR Head, Volkswagen India. The session was moderated by Nandini Dias,CEO, Lodestar UM.



IAA MENTORSHIP WEBINARS

There were three IAA Mentorship Webinars under the new theme of 'Transformation in the Digital Era' and each of these webinars were attended by 200-600 professionals. These webinars moderated by Charulatha Ravikumar, CEO, Razorfish, were addressed by:

- 1) Dr. Anish Shah, Group President (Strategy), Mahindra Group on 17.12.2015
- 2) Atul Khatri, Standup Comedian on 26.02.2016
- 3) Ralph Simon, CEO, Mobilium Global Limited on 29.03.2016

IAA RETAIL MARKETING SEMINAR

The Knowledge Seminar on Retail marketing strategies was held on 11th June 2016 at Bengaluru.

The speakers were Bijou Kurien, Board member L Capital, V Vishwanath, Director - Brand & Marketing, Urbanladder, Senthil Kumar, CCO, JWT India, Sruti Swamy, Head, Hansa Retailscape & Ramesh Jude Thomas, President and Chief knowledge officer, Eqitor Value Advisory. Over 200 delegates benefitted from this.



IAA RETROSPECT & PROSPECTS

This year this annual event had media agency heads who had released media growth outlook figures to engage in a panel discussion on 23rd February 2016. Anupriya Acharya, Group CEO, ZenithOptimedia, Shashi Sinha, CEO, IPG Mediabrands and Vikram Sakhuja, Group CEO, Madison Media shared their thoughts. The panel discussion was moderated by Ashok Venkatramani, CEO, ABP News Network Pvt Ltd.



IAA SESSION ON THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

IAA partnered with the RAI (Retail Association of India) for the Session on The Art & Science of Connecting with Consumers at the Retail Leadership Summit on 11th February 2016.

Speakers were Shalini Raghavan, Global Brand Director, Dove Masterbrands Market, HUL, Bobby Pawar, MD- South Asia, Publicis Worldwide, Ajay Kakkar, Chief Marketing Officer – Financial Services, Aditya Birla Group. The session was moderated by Subhash Kamath, CEO & Managing Partner, BBH India.





IAA YOUNG PROFESSIONALS' EVENTS

IAA organised a series of Young Professionals Interactive *Boardroom Sessions* during the year. The sessions were with

- Sam Balsara, CMD, Madison Communications Pvt Ltd on 29th January 2016.
- Deepak Kapoor, Chairman, PwC India on 11th April 2016 at Mumbai.
- Dr. George Watts, Behavior Scientist, Renowned Author & Chairman, Top Line Talent, Chicago on 22nd April 2016.
- Anuj Rakyar, Managing Director, Raw Pressery on 9th June 2016 at Mumbai.

IAA Future Leaders Awards is a unique platform to acknowledge and award young talents in member organisations and help grow the pipeline of talent.

The winners PG Aditiya from Dentsu Webchutney (Agency category) and Shivapriya Iyer from J K Cement (Marketer Category) were felicitated at the IndIAA Awards which was held on 16th September 2016.



IAA YOUNG PROFESSIONALS' EVENTS

IAA Young Turks Forum launched its new series – *Advertising and The Five Senses*. The series, highlighted the importance of using all of our five senses in advertising, as opposed to only visual (sight "print advertising") or audio (sound "Radio"). The series will present sessions by industry experts with background in Taste, Sound, Sight, Smell and Touch so the audience could learn about the nuances of these senses as they relate to communication and together they can add immense value.

The first session was organised on 28th January 2016 at Mumbai with celebrated Chef Sanjeev Kapoor, who spoke about the importance of all five senses coming together to make the food experience wholesome.

The second event on 25th August 2016 had Amit Sarda, Managing Director, Soulflower who spoke on his redolent journey so far, giving a whiff of the role played by olfactory senses in aromatizing and augmenting an experience. Talking on the sense of smell through a presentation he mentioned that research has shown that smell is the sense most linked to our emotional recollection and we can smell things better in the spring and summer.

IAA GLOBAL APPRENTICE CONFERENCE

IAA India organised its Global Apprentice Conference on 22-23 July at Bengaluru with the theme "What's Coming Next": The new Media & Marketing Communication employment landscape. The two day conference had 16 speakers (including International Speakers) who spoke on: Navigating the transition from academic to a career in Marketing, Media & Advertising.

The speakers were M K Anand, MD & CEO, Times Television Network, Salil Kapoor, Managing Director (India), HOOQ, Ashish Bhasin, Chairman & CEO, Dentsu Aegis Network, Diane Slade, General Secretary, IAA Global, Pratibha Pai, Co Founder, 3C Advisory, Bobby Pawar, MD, CCO – South Asia, Publicis India, Arun Anant, Director of Revenue and Strategy, HT Media, Anupriya Acharya, CEO, Publicis Media – India, Anand Sankeshwar, MD, VRL Logistics & VRL Media, T Gangadhar, Managing Director, MEC India, Vishwas J Shetty, Chief General Manager & Sales Head, South, Indiabulls Housing Finance Ltd, N Balachandar, Group Director, Human Resources, Coffee Day Group, V L

Rajesh, Divisional Chief Executive - Foods Business, ITC. The event was attended by over 200 senior graduating students and young industry professionals.



IAA IN CANNES

IAA India had a special session at the Cabana on June 21, 2016 where Rob Norman, Chief Digital Officer, GroupM spoke on how digital is changing the consumption of Media. This was followed by a cocktail reception that evening to salute India and International industry stalwarts.



IAA FINANCE AT A GLANCE

INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION

Balance Sheet as at 31st March 2016

| | Note | As at 31st March 2016 ₹ | As at 31st March 2015 ₹ |
|--|------|-------------------------------|-------------------------------|
| I EQUITY AND LIABILITIES | | | |
| Reserves and Surplus | 2 | 1,92,89,121 | 1,38,87,245 |
| Current Liabilities | | | |
| (b) Trade Payables | 3 | 17,76,981 | 41,71,625 |
| (c) Other Current Liabilities | 4 | <u>2,37,405</u> | <u>10,25,754</u> |
| | | <u>20,14,386</u> | <u>51,97,379</u> |
| Total | | <u>2,13,03,507</u> | <u>1,90,84,624</u> |
| II ASSETS | | | |
| Non-current Assets | | | |
| Long-term Loans and Advances | 5 | 17,15,187 | 9,70,034 |
| | | <u>17,15,187</u> | <u>9,70,034</u> |
| Current Assets | | | |
| (a) Inventories | 6 | - | 4,100 |
| (b) Trade Receivables | 7 | 47,40,671 | 53,53,027 |
| (c) Cash and Bank Balances | 8 | 1,30,96,775 | 1,22,34,693 |
| (d) Short term Loans and Advances | 9 | 11,93,826 | 4,29,708 |
| (e) Other Current Assets | 10 | <u>5,57,048</u> | <u>93,062</u> |
| | | <u>1,95,88,320</u> | <u>1,81,14,590</u> |
| Total | | <u>2,13,03,507</u> | <u>1,90,84,624</u> |
| III Notes forming part of financial statements | 1-16 | | |

As per our report of even date attached
For Lalit Khanna & Co.
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai

For and on behalf of the Managing Committee

President
Hon. Secretary
Hon. Treasurer

INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION

Statement of Income and Expenditure for the year ended 31st March 2016

| | Note | Year ended 31st March 2016 ₹ | Year ended 31st March 2015 ₹ |
|---|------|---------------------------------------|---------------------------------------|
| I Revenue from Operations | 11 | 2,23,23,670 | 34,33,960 |
| II Other Income | 12 | 22,50,573 | 21,57,025 |
| Total Revenue | | <u>2,45,74,243</u> | <u>55,90,985</u> |
| III Expenses | | | |
| (a) Changes in stock of publication of 'Showcase of Indian Advertising' | 13 | 4,100 | 300 |
| (b) Operation and other expenses | 14 | 1,91,68,267 | 34,68,141 |
| Total Expenses | | <u>1,91,72,367</u> | <u>34,68,441</u> |
| IV Surplus for the year | | <u>54,01,876</u> | <u>21,22,544</u> |
| V Notes forming part of financial statements | 1-16 | | |

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai

For and on behalf of the Managing Committee

President
Hon. Secretary
Hon. Treasurer

FROM IAA INDIA CHAPTER ON THE IAA GLOBAL EXECUTIVE COMMITTEE 2016-18



Srinivasan Swamy
Sr Vice President
IAA Global



Kaushik Roy
Vice President -
Area Director,
Asia Pacific



Pradeep Guha
Vice President -
Awards (External)



Ramesh Narayan
Vice President -
Communications
(Internal)



Inspiring Excellence
in Communications
WorldwideSM

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