

**MINUTES OF THE 65th ANNUAL GENERAL MEETING  
OF THE ADVERTISING CLUB,  
HELD ON WEDNESDAY, 11<sup>TH</sup> SEPTEMBER, 2019  
AT THE 18.99 LATITUDE BANQUET HALL, WEST HALL, 4th FLOOR,  
KAMALA MILLS COMPOUND, LOWER PAREL, MUMBAI AT 3.00 P.M.**

**Members Present:**

Ajay Chandwani  
Ashit Kukian  
Debabrata Mukherjee  
Deepak Modgekar  
Dr. Bhaskar Das  
Mitrajit Bhattacharya  
Partho Dasgupta  
Pradeep Dwivedi

Rajesh Kejriwal  
Rubeen Malkani  
Shashi Sinha  
Siddharth Banerjee  
Sonia Huria  
Vikas Khanchandani  
Vikram Sakhuja  
Virat Tandon

**1.0 Meeting called to Order:**

Mr. Bipin Pandit, called the 65th AGM to order.

He requested President, Mr. Vikram Sakhuja, Secretary, Dr. Bhaskar Das and Treasurer, Mr. Shashi Sinha to occupy their seats on the stage and requested President, Mr. Vikram Sakhuja to deliver his address.

**2.0 President's Address:**

Mr. Vikram Sakhuja, reflected on his two years tenure as the Advertising Club President with a special reference to the year that had just gone by. He stated that his endeavour was to bring back love into Advertising.

The Advertising Club, he opined has always stood for excellence in Advertising, Media and Marketing. And to that extent we succeeded in creating and building epic and Industry Leading properties like the ABBYs, Effies, Emvies, Marquees and D-CODE.

The Abbys is the oldest brand of the Advertising Club hence we tried our best to bring the sheen back in it. The categories were pruned and a Master Jury was introduced. Thus the best jury in the country judged the work entered. A project that won was judged and awarded by the best known professionals from the fraternity. A trend observed is non conventional agencies have started winning big and am sure just as we miss the big agencies they also have missed out on something.

Great work has been done by Mr. Ajay Kakar, Mr. Shashi Sinha, Mr. Partha Sinha and Mr. Ajay Chandwani for ABBYs and I am sure they will be as relentless in their efforts to get the big agencies into the scheme of things.

Emvies undoubtedly is the most coveted Media Award of the country and some fine work has been put by Ms. Punitha Arumugam and Mr. Partha Sinha in this area.

Effies is one award that is equally looked up to by the Advertising and Marketing fraternity. It has gone on to become the Oscars of the Advertising World. It will be our endeavour to ensure for more client participation in the coming years both at the judging sessions as well as the awards ceremony.

The Marquees awards introduced by Mr. Raj Nayak is a relatively new award on the map however it stands out for the robust judging process and stellar jury with high credibility. I must compliment Mr. Partho Dasgupta for championing it, holding the flag and doing an amazing job. It surely is an elite and premium award.

Institution of D-CODE has truly given me maximum delight. We have cracked it as the format is very well received by the Industry and the event has presence of the finest and most reputed speakers. Compliments to Ms. Punitha Arumugam and Mr. Aditya Swamy for a great job done.

The tie up with WARC for publishing Envies and Marquees case studies is another achievement of merit. It surely will have a Global impact.

The Revamping of the Advertising Club website has given it a new look with more hits.

The Advertising Club, he expressed is on a very solid financial wicket with reserves of Rs.5,00,00,000/- (Rupees Five Crores Only). This is a testimony of using the funds judiciously.

We made an effort to get a new office for the Advertising Club but it did not materialize and so did the outreach programme. I am sure the new committee will look into the matter.

Mr. Vikram Sakhuja, concluded that his two years as President have been truly very gratifying and the Advertising Club is a great place to be in for its sheer warmth and efforts in community building.

Mr. Vikram Sakhuja, thanked all the Managing Committee members and the Advertising Club Secretariat for the support and co-operation.

### **3.0 Minutes of the Last Annual General Meeting:**

Mr. Vikram Sakhuja, moved to the first item on the Agenda and requested the members to pass the Resolution:

**Resolution: Resolved that the Minutes of the 64<sup>th</sup> Annual General Meeting held on 7th September, 2018 be circulated, read and approved.**

The resolution was proposed by Mr. Partho Dasgupta and seconded by Mr. Ajay Chandwani.

### **4.0 Annual Report of Activities: (President Report)**

To consider and adopt the Annual Report of Activities sent with the notice and the President Report be taken as read and resolution to that effect can be passed.

**Resolution: Resolved that the Annual Report of Activities of The Advertising Club Bombay for the year ended 31<sup>st</sup> March, 2019 be and is hereby approved and adopted.**

The resolution was proposed by Ms. Pradeep Dwivedi and seconded by Mr. Mitrajit Bhattacharya.

### **5.0 Income and Expenditure Statement and Balance Sheet:**

To consider and adopt the statement of Income and Expenditure and Balance Sheet for the year ended 31<sup>st</sup> March, 2019.

The members present expressed that the Balance Sheet and Income and Expenditure Statement be adopted by passing a resolution.

He then tabled the following resolution.

**Resolution: Resolved that the Audited Balance Sheet and Income and Expenditure Account of the Advertising Club Bombay for the year ended 31<sup>st</sup> March, 2019 be and are hereby approved and adopted.**

The resolution was proposed by Mr. Rajesh Kejriwal and seconded by Mr. Vikas Khanchandani.

#### **6.0 Appointment of Auditors:**

Mr. Vikram Sakhuja, declared the Auditors Report as read with the consent of the present members and informed that M/s. R. Devarajan & Co. who are with us for the past 28 years and doing an exemplary job be retained.

He then tabled the following resolution.

**Resolution: Resolved that M/s. R. Devarajan & Co., Chartered Accountants, Mumbai, are hereby appointed as the Auditors of the Advertising Club Bombay to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting at a remuneration of Rs.40,000/- (Rupees Forty Thousand Only) plus out of pocket expenses.**

The resolution was proposed by Mr. Rubeen Malkani and seconded by Mr. Vikas Khanchandani.

#### **7.0 Election of the Office Bearers:**

President, Mr. Vikram Sakhuja, with great pleasure introduced the new President, Mr. Partho Dasgupta.

Mr. Partho Dasgupta, introduced his NEW Team Members for the coming year 2019-20 read out their names.

Mr. Partho Dasgupta, informed the members that all the Office Bearers of The Advertising Club were elected unopposed and only one valid nomination has been received for every post.

- |                   |                     |
|-------------------|---------------------|
| 1. President      | Mr. Partho Dasgupta |
| 2. Vice President | Mr. Partha Sinha    |
| 3. Secretary      | Dr. Bhaskar Das     |
| 4. Jt. Secretary  | Mr. Aditya Swamy    |
| 5. Treasurer      | Mr. Shashi Sinha    |

The members present congratulated the Office Bearers.

1. Mr. Debabrata Mukherjee
2. Mr. Laxmiraj Seetharam Nayak
3. Mr. Mitrajit Bhattacharya
4. Mr. Siddharth Banerjee
5. Mr. Sidharth Rao
6. Ms. Sonia Huria
7. Mr. Virat Tandon

Mr. Partho Dasgupta, then announced the names of the three Co-opted Members:

1. Mr. Abhishek Desai
2. Mr. Nandan Srinath
3. Ms. Punitha Arumugam

Mr. Partho Dasgupta, then announced the names of the Special Invitee Members:

1. Mr. Ahteram Uddin
2. Mr. Ajay Chandwani
3. Mr. Ajay Kakar
4. Mr. Ashit Kukian
5. Mr. Kartik Sharma
6. Mr. Pradeep Dwivedi
7. Mr. Ramesh Narayan
8. Ms. Sapangeet Rajwant
9. Mr. Vikas Khanchandani

The Past President, Mr. Vikram Sakhuja would continue as a member of the Managing Committee for the ensuing year.

**Resolution: Resolved that the above-mentioned members be and are hereby appointed as members of the Managing Committee in addition to the Office Bearers already elected and appointed.**

The resolution was proposed by Mr. Siddharth Banerjee and seconded by Mr. Ashit Kukian.

Mr. Partho Dasgupta, introduced his new elected members and mentioned that he has a fine blend of some new and some very experienced members on the Managing Committee. He stated that it is both a privilege and honour to serve the Advertising Club and would like to continue the good work that has hitherto been done.

Mr. Partho Dasgupta, opined that his endeavour will be continue with some of the well established programmes but add a couple of new ones that will help the Advertising Club to stay more relevant.

Mr. Vikram Sakhuja, thanked the members present and declared the meeting as closed.



**VIKRAM SAKHUJA**  
**President**