

**MINUTES OF THE 66TH ANNUAL GENERAL MEETING
OF THE ADVERTISING CLUB,
HELD ON WEDNESDAY, 29TH SEPTEMBER, 2020
AT 3.00 P.M. ON A ZOOM CALL**

Members Present:

Ajay Chandwani	Rana Barua
Ajay Kakar	Rathi Gangappa
Ashish Garde	Romil Ramgarhia
Deepak Modgekar	Roshan Chowdhry
Dr. Bhaskar Das	Sabbas Joseph
Kuldip Kawatra	Sanjay Adesara
Mitrajit Bhattacharya	Sapangeet Rajwant
Namrata Tata	Shashi Sinha
Narendra Lindait	Siddharth Banerjee
Partha Sinha	Sidharth Rao
Partho Dasgupta	Sonia Huria
Pradeep Dwivedi	Vikas Khanchandani
Punitha Arumugam	Vishal Desai
Raj Nayak	

A. Meeting called to Order:

Mr. Bipin Pandit, called the 66th AGM to order.

He requested President, Mr. Partho Dasgupta to deliver his address.

B. President's Address:

President, Mr. Partho Dasgupta, thanked all the members of the Advertising Club who were present at the Annual General Meeting. He stated that it's a privilege and honour to serve as the President of an August body like the Advertising Club which is in existence for 66 years. He mentioned that it feels great to feature in the list of Presidents who have been stalwarts of the industry.

Mr. Partho Dasgupta, proceeded by mentioning that it is the AGM today which is that time of the year when the President briefs the members of The Advertising Club about the activities accomplished by the Club during the year that has gone by.

He made a reference to the President Report that was already circulated to the members however, would like to touch up on certain major points.

Stating that it is a well-established fact that Effies and Emvies are great properties of The Advertising Club. Be it the townhall meetings, automated process of entries and judging

hosting the same in multiple cities, the quality of jury members, the sheer spirit of competition amongst agencies, the extent of agency participation and the attendance at the Awards Ceremony - everything is absolutely top-notch. The scale and grandeur of the event is seen to be believed. Needless to mention - these two properties also ensure a steady revenue stream for The Advertising Club.

Mr. Partho Dasgupta thanked Mr. Partha Sinha, Mr. Nandan Srinath, Mr. Virat Tandon for Emvies and Mr. Mitrajit Bhattacharya, Mr. Pradeep Dwivedi, Mr. Debabrata Mukherjee for a super Effies.

The MARQUEES is another brand which The Advertising Club instituted three years back. In a very short span of time, it has become the most coveted award for Marketing Excellence in the country. It was instituted to celebrate great work done by brands and inspire the young marketing minds to push the envelope, experiment and deliver on ideas that can emerge as category game changers. Mr. Partho Dasgupta thanked Mr. Raj Nayak for taking the lead and giving this new property to The Advertising Club.

The MARQUEES stand out for the robust judging process, the quality of jury and the scale at which the event is executed. It is an award that is most certainly discussed amongst the CEO's and CMO's of the countries. He thanked Dr. Bhaskar as, Mr. Partha Sinha and Mr. Mitrajit Bhattacharya for putting up a great show.

Making a mention that we were on a dream run Mr. Partho Dasgupta expressed that things were moving as per our plans however came the Pandemic in the form of COVID 2019. It brought with it changes that were never envisaged and has truly changed the way in which we work and live life.

We had received a great number of entries this time for the Media and Creative Abby Awards at Goafest. The Awards Governing Council and the Goafest Committee discussed at length the possibility of holding Goafest – in some form or the other for many months together.

They finally arrived at the decision of postponing and refunding the entry fees received for Goafest. We believed in standing firmly together with the fraternity in this hour of need and do whatever little is possible to give them financial relief. Today, we have refunded Rs.1,40,00,000/- (Rupees One Crore Forty Lakhs Only) to the entrants to the competition. The decision was extremely well received and appreciated by the entire Advertising fraternity.

Mr. Partho Dasgupta, mentioned that the focus was to make a contribution in the area of education. Thanks to Dr. Bhaskar Das, we have collaborated with MICA to start a new initiative by the name, Leadership Development Programme. Besides Dr. Bhaskar Das I would like to thank Mr. Partha Sinha, Mr. Vikas Khanchandani, Mr. Aditya Swamy, Ms. Sonia Huria, Ms. Sapangeet Rajwant, Mr. Sidharth Rao and his team at the Webchutney.

He mentioned that another notable initiative undertaken by The Advertising Club was Vice & Versa which is an open debate series and thanked Mr. Agnello Dias for recommending and curating the show. The two shows we conducted were extremely well received by the entire Industry.

Further we also had the keenness to explore beyond our annual Marquee events and try and touch multiple lives through touch points in our ecosystem. Hence, we did some strategic tie ups like :

- Initiative to explore ways to curb violence on women by IAA
- Cannes Live with Times of India,
- All about Music with Wizcraft,
- Content Hub with Indiantelevision.com and
- Creative Collective of India whereby we are convinced that a positive contribution can be made.

Presenting the financial highlights, Mr. Partho Dasgupta expressed satisfaction at the surplus of Rs.67,00,000/- (Rupees Sixty-Seven Lakhs Only) achieved this year as compared to Rs.30.43 Lakhs previous year.

He also mentioned that The Advertising Club has reserves to the tune of Rs.5,00,00,000/- (Rupees Five Crores Only) which is an indication of the Club being on a Solid wicket.

Mr. Partho Dasgupta, thanked Mr. Bipin R Pandit and his team members Mathew Samuel, Smita Khot, Neehar Chury, Gopal Singh, Suresh Shirke and Amol Patil at the Ad Club Secretariat for doing a very good job and adapting themselves very well to the changing circumstances where the focus is shifting towards online events. He sighted the example of Vice & Versa and AGM conducted with clockwork precision in the new space of online on Zoom.

Mr. Partho Dasgupta, thanked Ms. Sonia Huria and her team for handling the PR function with elan, Ms. Sapangeet Rajwant and her team for keeping the social media handles updated with relevant information and Mr. Aditya Swamy for lending crucial support as and when requested upon.

He stated that a big thanks is due to all the Managing Committee members for being extremely co-operative and supportive.

1.0 Minutes of the Last Annual General Meeting:

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

Resolution: Resolved that the Minutes of the 65th Annual General Meeting held on 11th September, 2019 be circulated, read and approved.

The resolution was proposed by Dr. Bhaskar Das and seconded by Mr. Raj Nayak.

2.0 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 31st March, 2020 be and is hereby approved and adopted.

The resolution was proposed by Mr. Ajay Kakar and seconded by Mr. Partha Sinha.

3.0 Income and Expenditure Statement and Balance Sheet:

To consider and adopt the statement of Income and Expenditure and Balance Sheet for the year ended 31st March, 2020.

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

Mr. Shashi Sinha, 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 31st March, 2020 be and are hereby approved and adopted.

The resolution was proposed by Mr. Pradeep Dwivedi and seconded by Mr. Vikas Khanchandani.

4.0 Appointment of Auditors:

Dr. Bhaskar Das, requested Mr. Subramaniam, Auditor to read out the Auditor's Report. Mr. Subramaniam read out the entire Auditor's Report.

Dr. Bhaskar Das then proposed that M/s. R. Devarajan & Co. who are with us for the past 29 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. Shashi Sinha and seconded by Mr. Mitrajit Bhattacharya.

5.0 Election of the Office Bearers:

Mr. Partho Dasgupta, introduced his NEW Team Members for the coming year 2020-2021 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.

6. Mr. Vikas Khanchandani
7. Mr. Pradeep Dwivedi
8. Ms. Sonia Huria
9. Mr. Mitrajit Bhattacharya
10. Mr. Sidharth Rao
11. Ms. Punitha Arumugam
12. Mr. Raj Nayak

Mr. Partha Sinha, then announced the names of the three Co-opted Members:

1. Mr. Ajay Kakar
2. Mr. Rana Barua
3. Mr. Sabbas Joseph

Mr. Partha Sinha, then announced the names of the Special Invitee Members:

1. Mr. Debabrata Mukherjee
2. Mr. Avinash Pant
3. Mr. Ajay Chandwani
4. Mr. Kartik Sharma
5. Ms. Asha Kharga
6. Ms. Rathi Gangappa
7. Ms. Sapangeet Rajwant
8. Ms. Namrata Tata
9. Mr. Sanjay Adesara

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 Dr. Bhaskar Das and seconded by Mr. Raj Nayak.

Mr. Partho Dasgupta, thanked the members present and declared the meeting as closed.



Partho Dasgupta
President