



**President's
Report**
2023-2024

2023 - 2024 MEMBERS OF THE MANAGING COMMITTEE



RANA BARUA
President



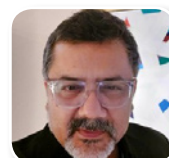
DHEERAJ SINHA
Vice President



DR. BHASKAR DAS
Secretary



SHASHI SINHA
Jt. Secretary



MITRAJIT BHATTACHARYA
Treasurer

MANAGING COMMITTEE MEMBERS



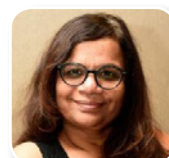
AVINASH KAUL
Member



MALCOLM RAPHAEL
Member



PRASANTH KUMAR
Member



PUNITHA ARUMUGAM
Member



SHUBRANSHU SINGH
Member



SONIA HURIA
Member



SUBRAMANYESWAR S
Member

CO-OPTED MEMBERS AND SPECIAL INVITEES



AJAY KAKAR
Co-Opted Member



PRADEEP DWIVEDI
Co-Opted Member



VIKRAM SAKHUJA
Co-Opted Member



AJAY CHANDWANI
Special Invitee



ALOK LALL
Special Invitee



ANUSHA SHETTY
Special Invitee



LULU RAGHAVAN
Special Invitee



MANSHA TANDON
Special Invitee



NISHA NARAYANAN
Special Invitee



RAJ NAYAK
Special Invitee



SATYANARAYAN RAGHAVAN
Special Invitee



VIKAS KHANCHANDANI
Special Invitee



PARTHA SINHA
Imm. Past President

Celebrating 70 Glorious Years of The Advertising Club

FROM THE PRESIDENT'S DESK:



In this landmark year for The Advertising Club when we celebrate 70 years of excellence, creativity & innovation in the Indian advertising landscape, our mission has been to widen our horizons - to pioneer innovation, to break free from the boxes we may occasionally find ourselves in, and to ensure all voices are heard. As I look back on the year that was, I cannot help but beam with pride about all that we have achieved together.

EFFIE

Setting a new milestone, EFFIE 2024 garnered a record-breaking 1276 entries this year, the highest in its 23-year history, with participation from 79 agencies. The event continues to set records in terms of entries and audience size, underscoring its status as a premier awards show in the marketing and advertising industry.

My sincere thanks to Chairperson Mitrajit Bhattacharya, Co-Chairperson Pradeep Dwivedi, Bipin Pandit, and the entire Ad Club Secretariat for their dedication and hard work in making EFFIE a benchmark of excellence. A special thanks to the 543 luminaries who devoted their time to judge the EFFIE.

EMVIES

The 24th EMVIES, our celebration of innovation in media in 2024, once again lived up to its reputation as the Oscars of the media world. This year, we received 1892 entries introduced new award categories that reflect the evolving landscape of our industry, including "Performance Marketing" and "Sustainability in Media".

My heartfelt gratitude goes to Chairperson Punitha Arumugam and Co-Chairperson Satya Raghavan, Bipin Pandit and his entire team at the Ad Club Secretariat and to all the 570 jury members for their dedication.

ABBY One Show

In its 55th year, the ABBY Awards 2024 moved the celebrations from the sunny beaches of Goa to the bustling heart of Mumbai.

In our continued collaboration with the esteemed One Show, we introduced global processes, transparency, methodology and an international standard of judging. We also launched a campaign to elevate the prominence of the ABBY Awards powered by One Show, positioning it as a benchmark of excellence and promoting a collective spirit within the industry.

Furthermore, keeping pace with the tectonic shifts in the industry & to highlight advertising with a social purpose, we introduced new categories & sub-categories. New additions included “Best Use of AI”, a vertical dedicated to health and wellness communication featuring sub-categories like OTC Oral Medicines, OTC Products, Nutraceuticals, and more, and sub-categories covering Climate Action and Responsible Consumption were added under the Red Abby. These additions align the ABBYs with global standards like Cannes and ADFEST, making it a truly international award show.

We saw the return of champions from past ABBY awards, dominating in their respective categories of expertise but we also saw non-specialists winning titles in the specialist category, demonstrating how creativity is increasingly getting democratised. We saw participation from new agencies & brands, as well as the return of some very big names. We saw a lot of buzz in the masterclasses & sessions, and we concluded that as the theme ‘The Age of Adaptability’ suggested, we truly are a tenacious bunch – raising the bar of excellence, come rain or location changes. Hats off to Ajay Kakar, Chairperson of the Awards Governing Council for helming such a mammoth undertaking and pulling it off in style!

I will single out the efforts of Ajay Chandwani who is rock solid in his support over the years. A big thanks is also due to all the other AGC Members Dheeraj Sinha, Alok Lall, Subramanyeswar S. and Sonia Huria and all the 364 jury members. The Ad Club Secretariat lead by Bipin R Pandit delivered a difficult task in a short time with their customary elan and ease.

M.Ad Quiz

The recent revival of the M.Ad Quiz, after nearly a decade-long hiatus, continues to draw a strong crowd. Hosted by the charismatic Derek O’Brien, industry veterans, new participants, not only from the media, advertising, and marketing space but also from other industry sectors, including students from renowned business schools were all eager to engage in some healthy competition, as we witnessed over two dozen of corporate India’s finest quiz teams.

Dr. Bhaskar Das you never cease to inspire. Despite all the challenges you pulled off the event in style. A special thanks to Bipin R Pandit for lining up various partners to the event.

Representation & Opportunities

In 2024, The Advertising Club made several positive changes that widened access. Diversity, Equity, and Inclusion (DE&I) played a key role in expanding the scope and impact of our marquee award shows. One significant initiative was the inclusion of a diverse panel of judges for the ABBY One Show Awards, ensuring representation from different backgrounds and age groups to foster a more inclusive environment within the creative industry. Among the jurors, 68 were women, representing 33% of the jury, while among the Jury Chairs, 9 were women, constituting 40% of the chairs. Similarly, 53 new young award-winning jurors who, despite their youth, had already made a name for themselves in the industry, were part of the process and accounted for 26% of the jury.

Our partnership with the UN's UnStereotype Alliance has been pivotal, and with the continued support of Namrata Tata, we are making strides towards a more inclusive industry. Additionally, with sustainability at the fore of most conversations, we introduced new sub-categories under the Green Abby focusing on planet conservation, including "Life on Land" to address ecological protection and forest conservation, emphasizing our commitment to sustainable and meaningful practices in advertising.

We have also consciously invested in L&D programmes like our partnerships with MICA & IPA. Designed to help both experienced professionals and newcomers develop the necessary capabilities that employers are currently looking for in order to stay competitive, the collaboration with MICA fosters learning, transforms careers, inspire creativity, and ultimately elevates standards within our industry. Similarly, our partnership with IPA and the launch of The TAC Academy as a pioneering platform aims raising the bar for the talent in our industry by promoting continuous learning.

The robust participation across our events highlights the success of The Advertising Club's efforts to engage the community, celebrate excellence, and foster a more inclusive and dynamic industry environment. And I thank every single member of the Club for the role they played to make our events bigger, better and more vibrant than ever. Thanks to Malcolm Raphael, Subramanyeswar S, Dheeraj Sinha, Mitrajit Bhattacharya, Vikas Khanchandani, Lulu Raghavan, Mansha Tandon, Avinash Kaul, Sonia Huria and Anusha Shetty for all their support.

Treasury

I'd like to take a moment to recognise and thank our outstanding Treasury team led by Dr. Bhaskar Das and Mitrajit Bhattacharya. Your hard work behind the scenes has been critical to ensuring that we have the financial resources to carry out our vision and sustain our initiatives.

The record excess we attained this year tells volumes about your diligence, strategic foresight, and financial stewardship. With the Rs.2,72,00,000/- (Rupees Two Cores Seventy-Two Lakhs only) surplus, you not only secure our financial future, but also encourage the club to look forward to the ambitious goals we aim for the coming years. Thank you for your unwavering commitment and exceptional service to The Advertising Club.

Vote of Thanks

My heartfelt gratitude to everyone who has worked tirelessly to ensure that The Advertising Club not only surpasses the benchmarks it sets for itself but also elevates Indian advertising to glorious heights. Thank you for your dedication, teamwork, and the countless hours you've put in; together, we've built something truly remarkable.

Office Bearers:

Vice-President	Mr. Dheeraj Sinha
Secretary	Dr. Bhaskar Das
Jt. Secretary	Mr. Shashi Sinha
Treasurer	Mr. Mitrajit Bhattacharya

Managing Committee Members:

Mr. Partha Sinha (Immediate Past President)
Mr. Avinash Kaul
Mr. Malcolm Raphael
Mr. Prasanth Kumar
Ms. Punitha Arumugam
Mr. Shubhanshu Singh
Ms. Sonia Huria
Mr. Subramanyeswar S.

Co-opted Members:

Mr. Ajay Kakar
Mr. Pradeep Dwivedi
Mr. Vikram Sakhuja

Special Invitees:

Mr. Ajay Chandwani
Mr. Alok Lall
Ms. Anusha Shetty
Ms. Lulu Raghavan
Ms. Mansha Tandon
Ms. Nisha Narayanan
Mr. Raj Nayak
Mr. Satyanarayan Raghavan
Mr. Vikas Khanchandani

I thank you all for your invaluable contributions.

Concluding Remarks

As we gradually draw to the close of this power-packed and eventful year, it is my firm belief that we take a moment for the strides we have made and set our sights on 2025 with renewed vigor. Let us continue to expand our horizons – whether it is with creativity or integration of technology or new ideas & young blood – so that The Advertising Club continues to shine bright as a beacon of progress & excellence.

Thank you to my Vice President, Dheeraj Sinha, all our office bearers, managing committee members, sponsors, and partners for your unwavering support. Special thanks to Bipin Pandit and the entire Ad Club Secretariat for their dedication and exceptional work.

Here's to another year of achievements and milestones. Together, let's continue to elevate The Advertising Club to even greater heights!

Rana Barua

The Advertising Club President
2023-2024

EFFIE:

The EFFIE India Awards 2023 was held on Friday, 19th January, 2024 at the Hotel Taj Lands' End, Bandra, Mumbai.

The EFFIE stand as a testament to the power of impactful storytelling and strategic brilliance in our industry.



In yet another splendid year of the EFFIE India Awards, what stands out is how agencies and brands continue to put in their hard work. Their meticulous contributions in ideation, flawless execution, and the art of brand-building are truly commendable. EFFIE has always added and will continue to add a profound insight into the concept of advertising awards. A big congratulations to all the winners and the participants.

EFFIE India continues to showcase its unwavering commitment to celebrating excellence in advertising, honouring both exceptional work and the talented individuals behind it.

The show has reached dizzy heights since its inception in 2001. It is surely the biggest Advertising & Marketing event of the country. This year we received 1276 entries i.e. 30% surge since last year.

The below given statistics speaks volume and how industry holds the Effie in high esteem:

YEAR	NO. OF CATEGORIES	NO. OF ENTRIES RECEIVED	TOTAL JURY MEMBERS	CLIENT REPRESENTATION	NO. OF METALS GIVEN
2023	51	1276	543	314	152

A big thank you to Mitrajit Bhattacharya, Pradeep Dwivedi, Bipin Pandit, and his team at The Ad Club Secretariat for making this event a huge success.

EMVIE:

The 24th edition of the Emvies was hosted by The Advertising Club on Friday, March 22, 2024 at Jio World Convention Centre, BKC, Mumbai.

The calibre of work showcased at the EMVIE this year was phenomenal. Standing out in their unique ways, each entry exemplified the exceptional quality of work our industry professionals consistently maintain, reaching global standards.



PUNITHA
ARUMUGAM



SATYANARAYAN
RAGHAVAN

The work submitted for EMVIEs continues to astound us. Each year, the innovative and ingenious campaigns elevate the industry's brilliance to new heights.

The outdoor event held at the prestigious Jio World Convention Centre, BKC, Mumbai was attended by more than 1000 professionals from the Media, Marketing, Advertising, and Research fraternities.

The first ever EMVIE Masterclass was conducted online by, which was attended by various media agencies, the same is uploaded on The Advertising Club's YouTube Channel.

The Advertising Club's EMVIES in a way has not only brought in the forefront the best work in Media but has given the industry some great talent when it comes to the Art of Presenting.

The below given Statistics says it all: -

YEAR	NO. OF CATEGORIES	NO. OF ENTRIES RECEIVED	ROUND 1 JURY MEMBERS (MEDIA PROFESSIONALS)	FINAL ROUND JURY (MARKETING PROFESSIONALS)	NO. OF METALS GIVEN
2024	54	1892	311	259	201

The quality of work witnessed sets a remarkable standard in the media industry, and we are thrilled to see where the continuing work takes the industry next.

An excellent job done by the strong team of Punitha Arumugam, Satya Raghavan, Bipin Pandit and his team at the Ad Club Secretariat. Their consistent efforts to attain excellence are laudable.

ABBY ONE SHOW AWARDS AT GOAFEST 2024:

This year the ABBY was held from 29th May to 31st May 2024 at Westin Hotel, Powai, Mumbai. Due to some challenges on the Political front the event got shifted from Goa to Mumbai.



RANA BARUA



AJAY KAKAR



DHEERAJ SINHA

This year marks the 55th edition of the Abby Awards, which honours excellence in categories such as Broadcaster, Design, Public Relations, Technology, OTT, Cinema, Radio, Out of Home, Digital and much more.



AJAY CHANDWANI



ALOK LALL



SUBRAMANYESWAR S.

This is the third year that the Abbys have partnered with The One Show, a prestigious awards programme, to bring global recognition to Indian creativity.

The ABBY Awards 2024 powered by One show has witnessed an increase in participation over the past three years. This year, the awards attracted 3,506 entries from 273 companies, for the Creative and Media ABBY.



SONIA HURIA



SHASHI SINHA



PRASANTH KUMAR

A highlight of the 2024 edition, the introduction of three new age categories – Digital, Mobile and Technology, collectively they garnered 626 entries from 75 Companies.

Additionally, responding to the industries demand, the inclusion of health category and new subcategories in trending subjects like AI, virtual reality and sustainable practices has further demonstrated the awards commitment to staying abreast of industry trends and demands.

Beyond digital, creative and media companies, the awards serve as a performance benchmark for Specialist Companies, Broadcasters, Publishers, PR companies, Video Craft companies, Design companies, NGOs and Branded Content companies.

Given below are some important highlights: -

No.	Category	Jury Chairperson	No. Juries	Entries	Shortlist	Grand Prix	Gold	Silver	Bronze	Merit
1	CREATIVE ABBY	21	167	2170	987	5	49	94	179	211
2	BROADCASTER ABBY	1	6	46	41	0	4	14	14	2
3	PUBLISHER ABBY	1	6	32	22	0	2	6	6	6
	TOTAL	23	179	2248	1050	5	55	114	199	219
4	MEDIA ABBY	2	185	1258	467	1	15	24	25	0
	GRAND TOTAL	25	364	3506	1517	6	70	138	224	219

Given the short time frame the Event was accomplished in great style that needs to be appreciated.

Kudos to Rana Barua, Ajay Kakar, Dheeraj Sinha, Ajay Chandwani, Alok Lall, Sonia Huria, Subramanyeswar S., Bipin Pandit, and his entire team at the Ad Club Secretariat. Collectively they made a huge task look easy to accomplish which speaks volume of their great efforts.

EFFIE MASTERCLASS:

It was thought to conduct EFFIE master class at places like Gurgaon and Mumbai. The entries shortlisted for Grand EFFIE (i.e. selected Gold EFFIE winners) can be presented by the respective agencies along with the client.

The main agenda for this class is to bring in people from the small agencies, so that they can learn how to write the EFFIE case studies. This event is planned during the third quarter of either October, November or December 2024.



DHEERAJ SINHA



SUBRAMANYESWAR S.

EMVIE MASTERCLASS:

EMVIE Masterclass held online was a huge success. Mindshare and Wavemaker presented three case studies each. The speakers were Sairam Ranganathan from Wavemaker and John Britto from Mindshare. The Advertising Club did not want anyone to miss this opportunity, so the recording of the masterclass is available on YouTube.



PUNITHA ARUMUGAM



SATYANARAYAN
RAGHAVAN

M.AD QUIZ:

M.Ad Quiz was held on 7th November, 2023 at Jade Gardens, Worli. The Quiz Master was Derek O'Brien.

The high octane and immersive programme has all the ingredients of fun and gratification through attractive gifts from leading brands for both the participants and the audience at large.



DR. BHASKAR DAS

As usually, the participants in the M.Ad Quiz were from the world of Media, Advertising and Marketing Industry, bright individual professionals, and even students at the B-School. In total 20 teams had participated.

At this keenly contested event, the winners were :

- First Prize (Winner) - Avinash Mudaliar & Meghashyam Shirodkar from HT LABS
- First Runner up - Ramana Charan and Himanjal Patni from Ogilvy Mumbai
- Second Runner up - Jayakanthan R & Aniruddha Dutta from TCS

They were richer by some Attractive Gifts like Ampere Magnus Scooter, IFB Washing Machine, IFB Oven, Titan Watches, Hampers from Unilever, Britannia, Mondelez, ASUS and Nestle. There were some good gifts for the audience as well.

Project Mental Health / Unstereotype Alliance / DE&I:

It was decided to consider exploring the services of a Professionally managed outfit called Witmer.

About Witmer:

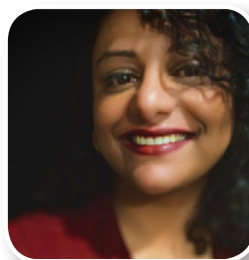
They are a digital mental health startup on a mission to help people harness the full potential of their mind and lead productive lives. Their ambition is to become an R&D company developing clinical products for mental health.

About mind-n:

The mind-n is a cutting-edge wellness and productivity platform that provides working professionals with personalised, real-time productivity and mental wellness tools, fostering a healthier, engaged, and more productive workforce.



LULU RAGHAVAN



MANSHA TANDON



AVINASH KAUL



SONIA HURIA



ANUSHA SHETTY



RANA BARUA

D-CODE:

This year D-Code will be happening on 28th November, 2024 at the Google Office in Delhi.



MANSHA TANDON



SATYANARAYAN
RAGHAVAN

VICE VERSA:

Is scheduled to happen in the first or second week of November, 2024.



ALOK LALL



PUNITHA
ARUMUGAM

TREASURY:

Budgeting, Cashflow analysis, financial forecasting has helped us to manage our funds in a very prudent manner. The Advertising Club over the years has done exceedingly well on every front, including finance.

We are not surprised that event like EFFIE and EMVIES have become major grocers for the Advertising Club. We are extremely happy to state that EFFIE made a surplus of Rs.1,77,08,354/- (Rupees One Crore Seventy-Seven Lakhs Eight Thousand Three Hundred and Fifty-Four only) and EMVIES recorded a surplus of Rs.53,11,961/- (Rupees Fifty-Three Lakhs Eleven Thousand Nine Hundred and Sixty-One only). The ABBYS at Goafest also continues bolster the Advertising Club's surplus further.

The Advertising Club today has reserves of Rs.5,00,00,000/- (Rupees Five Crores only).



DR. BHASKAR DAS



MITRAJIT
BHATTACHARYA

ADCLUB SECRETARIAT:



BIPIN R PANDIT



MATHEW



SMITA



GOPAL



RUTH



SURESH



AMOL

I would like to thank the team that has been unwavering in the contributions to all of our club's past successes & present – the Ad Club Secretariat. We have always strived to go beyond, and you make this dream a reality.

It has been an absolute pleasure to work alongside world-class professionals who deliver smash hits, one after the other, without fail. Bipin, Mathew, Smita, Gopal, Ruth, Suresh & Amol, you exemplify all that is good in our industry – camaraderie, a shared vision and the desire to put our best foot forward, always. Thank you.

TIE UP WITH WARC:

Services provided by WARC:

- Host and co-market a webinar with The Advertising Club. Appropriate content and timing to be determined by WARC and The Advertising Club personnel.



PARTHA SINHA



MALCOLM RAPHAEL



VIKRAM SAKHUJA

In return, the Company provided WARC with the following:

- Co-market the webinar with WARC
- Publish Spotlight content (opinion pieces and Brand-in-Action interviews) on The Advertising Club of India. Appropriate content and timing to be determined by WARC and The Advertising Club's personnel.
- Promote 1 WARC content piece every month on The Advertising Club newsletter.

TIE UP WITH IPA:

Introducing TAC Academy:

Raising the bar for talent in our industry.

Need for the Ad Club Academy:

- Good talent has been leaving the industry for greener pastures.
- Quality of talent <> Quality of work <> Willingness to pay <> Remuneration.
- Agencies need to attract the best and brightest and continually nurture people's skills to keep up with the changing market.
- That's why we need to champion learning and development - meet your client's needs & achieve your business goals.
- Continuous Professional Development is good for people, good for the industry, and good for business.



MALCOLM
RAPHAEL



SUBRAMANYESWAR S



VIKAS
KHANCHANDANI

About IPA:

- The Institute of Practitioners in Advertising – The power behind the practitioners!
- The IPA Effectiveness Awards is the global standard for creative effectiveness - recognizes and celebrates the people behind the most effective ads.
- Every year > 4,000 practitioners future-proof their careers through IPA's Continuous Professional Development Programme – helping their careers flourish.
- Through EffWorks, provide the advertising and marketing industry with resources and tools to realize the potential of truly accountable and effective marketing.
- The IPA's CPD Accreditation equips members with the tools to build, deliver and evaluate programs of learning and development with the same sharp approach to effectiveness as they build, deliver and evaluate campaigns.
- Agencies who achieve the IPA's accolade for CPD excellence, CPD Gold, continue to make the business case for investing in learning and development.
- On average, in 2023 the CPD Gold agencies saw:
 - 82% staff retention
 - £286,420 saved in recruitment costs
 - £5.40 return on every £1 invested in L&D
 - 91% client retention
- For ambitious practitioners, CPD is not optional. It's essential to give their business the skills and professionalism that clients expect.

The Ad Cub will be offering the following IPA qualifications at a special price only for India + special member, early bird and bulk discounts.

1. Foundation Certificate
2. Digital Performance Essentials Certificate
3. Effectiveness Essentials Certificate
4. Media Research Essentials Certificate
5. Advanced Certificate in Effectiveness
6. Advanced Certificate in Communications Planning

PUBLIC RELATIONS:

Sonia Huria has been simply outstanding when it comes to ensuring that all the good work that the Advertising Club does gets highlighted and covered in the media. The consistency with which she has delivered is remarkable. Please take a bow.

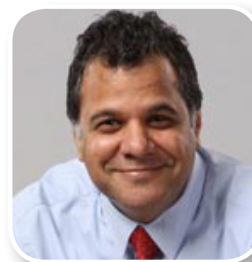


SONIA HURIA

Membership:

Thanks to Raj Nayak and of course the Ad Club secretariat led by Bipin R Pandit. The status of the membership is:

Life Member: 1214
 Annual Member:.....12
 Corporate Member:..... 379
 Honorary Member:3
Total:..... 1608



RAJ NAYAK

ATTENDANCE OF MANAGING COMMITTEE MEETINGS

Given below is the attendance record of each member:

NAME	ATTENDANCE
Rana Barua	8
Dheeraj Sinha	8
Dr. Bhaskar Das	3
Shashi Sinha	5
Mitrajit Bhattacharya	7
Avinash Kaul	8
Malcolm Raphael	6
Prasanth Kumar	3
Punitha Arumugam	4
Shubranshu Singh	1
Sonia Huria	5
Subramanyeswar S	5
Ajay Kakar	5
Pradeep Dwivedi	7
Vikram Sakhuja	1
Ajay Chandwani	8
Alok Lall	5
Anusha Shetty	4
Lulu Raghavan	8
Mansha Tandon	5
Nisha Narayanan	0
Raj Nayak	2
Satyanarayan Raghavan	3
Vikas Khanchandani	7
Partha Sinha	5

DETAILS OF OTHER MEETINGS HELD IN THE YEAR 2023-2024

NO.	DATE	PARTICULARS
Mancom Meetings: 8		
1	15.09.2023	1st Mancom Meeting
2	12.10.2023	2nd Mancom Meeting
3	20.11.2023	3rd Mancom Meeting
4	19.01.2024	4th Mancom Meeting
5	03.04.2024	5th Mancom Meeting
6	30.05.2024	6th Mancom Meeting
7	30.07.2024	7th Mancom Meeting
8	20.08.2024	8th Mancom Meeting
Other Meetings: 20		
1	18.11.2023	D-Code Discussion
2	05.12.2023	Effie India x Effie WW
3	22.12.2023	Effie India x Effie WW (Metal Discussion)
4	09.02.2024	Creative ABBY Leaders Meet
5	14.02.2024	Media ABBY Town Hall
6	17.02.2024	D-Code Discussion
7	23.02.2024	ABBY Meeting with Awardor and KPMG
8	27.02.2024	D-CODE 2024
9	27.02.2024	Effie India x Effie WW
10	04.03.2024	ABBY One Show Awards 2024 Meeting
11	22.03.2024	AAAI & Ad Club Core Committee Meeting
12	02.04.2024	ABBY and Goafest New Dates - Alignment
13	17.04.2024	Goafest 2024 Meeting
14	18.04.2024	Effie India x Effie WW
15	29.04.2024	AdClub and Kinnect Meeting
16	30.04.2024	Adclub and KPMG Meeting for ABBY Awards 2024
17	16.05.2024	The Advertising Club and Hyperlink
18	27.05.2024	ABBY 2024 Contract discussion with Awardor
19	31.07.2024	Social Media Agency Pitch Meeting
20	07.08.2024	EFFIE 2024 Townhall

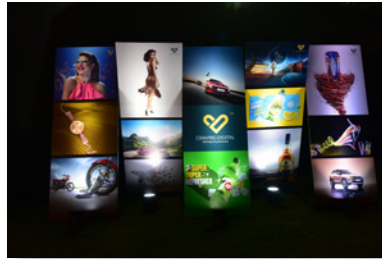
CALENDAR OF EVENTS 2023-2024

NOS.	DATE	PROGRAMME	NO. OF DAYS	SPONSORS	VENUE	ATTENDANCE
1	07.11.2023	M.Ad Quiz	1	Craving Digital, Havas Play, Mahindra & Mahindra, Mathrubhumi, MG Motors, Mainland China, Times Network, Titan, Light Hose, Waaree, Nestle, IFB, B-Live, Cadbury, Britannia, Faber Castle, Jio, Asus, Ampere, Perfetti, HDFC Bank	Jade Sky, Jade Garden Terrace, Nehru Centre, Worli	300+
2	07.11.2023 to 13.11.2023	Effie 2023 Online Round 1 Judging	7	Online Judging	245 Juries
3	07.12.2023 to 13.12.2023	Effie 2023 Final Round Judging	7	Online Judging	293 Juries
4	11.01.2024	Effie 2023 Grand Effie Judging	1	Online Judging	5 Juries
5	19.01.2024	Effie 2023 Meet & Greet	1	House of Nomad, Hotel Taj Lands End, Bandra, Mumbai	200+
6	19.01.2024	Effie 2023 Awards Ceremony	1	Craving Digital and CCI Pvt Ltd	SeaSide Lawns, Hotel Taj Lands End, Bandra, Mumbai.	1000+
7	30.01.2024 to 03.02.2024	EMVIE 2024 Online Round 1 Judging	5	Online Judging	246 Juries
8	28.02.2024 to 13.03.2024	EMVIE 2024 Online Case Study Presentations (Final Round Judging)	13	...	Online Judging	324 Juries
9	18.03.2024	EMVIE 2024 Grand EMVIE Judging	1	Online Judging	5 Juries
10	22.03.2024	Emvie 2024 Awards Ceremony	1	TV9 Network, The Times Of India, Ultratech Cement, Craving Digital, CCL and SIIMA	Jio World Convention Centre, BKC, Mumbai	1000+
11	01.05.2024 to 03.05.2024	Abby 2024 : Creative & Media Round 1 Online Judging	3	Online Judging	389 Juries
12	16.05.2024 - 24.05.2024	Abby 2024 : Creative Abby Final Round Online Judging & Grand Prix	9	Online Judging	
13	23.05.2024	Abby 2024 : Media Abby Final Round Online Judging	1	Online Judging	14 Juries
14	24.05.2024	Abby 2024 : Media Abby Grand Prix Online Judging	1	Online Judging	
15	29.05.2024 - 31.05.2024	Abby One Show Awards - Goafest 2024	3	The WestIn Hotel, Powai, Mumbai	2000+

INDUSTRY EVENTS SUPPORTED BY THE ADVERTISING CLUB FOR THE YEAR 2023-2024

1	24.10.2023 - 27.10.2023	Ad Asia
2	06.03.2024 - 08.03.2024	45th IAA World Congress
3	10.08.2024 - 01.09.2024	One Month Hybrid Program on Gen AI for Marketing & Communication Professionals
4	02.09.2024 - 05.09.2024	DigiAsia 2024 Taipei

EFFIE 2023



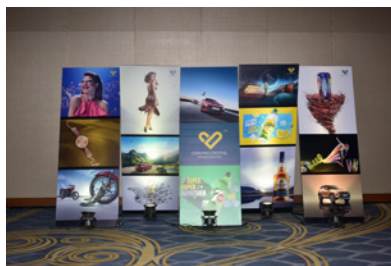
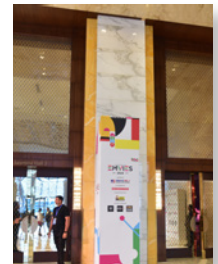
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EFFIE 2023



Celebrating 70 Glorious Years of The Advertising Club

EMVIE 2024



Celebrating 70 Glorious Years of The Advertising Club

EMVIE 2024



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ABBY ONE SHOW AWARDS AT GOAFEST 2024



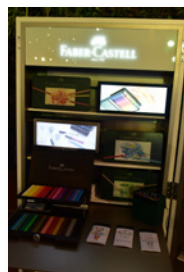
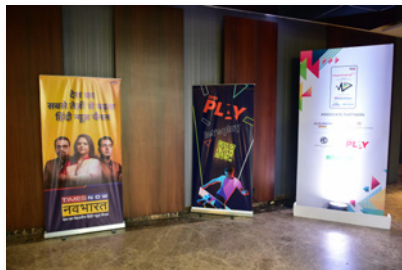
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ABBY ONE SHOW AWARDS AT GOAFEST 2024



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M.AD QUIZ 2023



Celebrating 70 Glorious Years of The Advertising Club

M.AD QUIZ 2023



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