

**MINUTES OF THE 70TH ANNUAL GENERAL MEETING
OF THE ADVERTISING CLUB,
HELD ON MONDAY, 30th SEPTEMBER, 2024
AT 3.00 P.M. At BALSA.**

Members Present: In-Person

Ajay Chandwani
Alok Lall
Ashit Kukian
Avinash Kaul
Deepak Modgekar
Dheeraj Sinha
Dr. Bhaskar Das
Malcolm Raphael
Mayur Hola
Pradeep Dwivedi
Rana Barua
Sagnik Ghosh
Santosh Kadam
Vikas Khanchandani

Members Present: Online

Ajit Balan
Punitha Arumugam
Sonia Huria

A. Meeting called to Order :

Mr. Bipin Pandit called at the 70th AGM to order.

He requested the President, Mr. Rana Barua to deliver his address.

B. President's address:

Mr. Rana Barua, President thanked all the senior stalwarts Mr. Shashi Sinha and Mr. Vikram Sakhuja. He said the moment is significant for all of us who have worked tirelessly over so many years to set new benchmark for success. We have not only broken many records but also reshaped the way we think about creativity, collaboration and the future of Advertising in India. 2024 has been a landmark year which also happens to be the 70th Anniversary of the Advertising Club.

He thanked all the Managing Committee members for putting their best foot forward and helping him to give the Advertising Club a fabulous performance during the year.

EFFIE:

We set new records with the EFFIES, where a staggering 1,276 entries from 79 agencies marked the highest participation in its 23-year history. This level of engagement underscores the impact and value of the EFFIES as the pinnacle of recognition in our industry. The credit for this success goes to Mr. Mitrajit Bhattacharya, Mr. Pradeep Dwivedi, Mr. Bipin R Pandi and his team at the Ad Club Secretariat and the 543 jury members who brought their passion and expertise to the table.

EMVIES:

The EMVIES also lived up to its reputation as the media industry's Oscars, with 1892 entries. I would like to thank Ms. Punitha Arumugam, Mr. Satya Raghavan and the 570 jury members who helped make this event a success. Mr. Bipin R Pandit and his team continue to make a stellar contribution.

M.AD QUIZ:

The M.AD Quiz made a spectacular return, pulling in participants from across industries, under the able guidance of Dr. Bhaskar Das. He commended Mr. Bipin Pandit's role in securing various partnerships for this exciting event.

ABBY:

At the **ABBY One Show**, we made bold strides by moving the celebrations from Goa to Mumbai and continuing our collaboration with One Show, elevating our standards and making ABBY a truly global platform. This year, we introduced important new categories like "Best Use of AI" and expanded our focus to include health, wellness, and climate action under the Red Abby. Mr. Ajay Kakar's leadership was pivotal in making this happen. He singled out Mr. Ajay Chandwani for his commitment towards Abbys over the years and the great work done by the AGC members. The Ad Club Secretariat led by Mr. Bipin R Pandit made a difficult task look easy.

And over the past year we have taken bold steps towards building an Inclusive Future

Beyond celebrating success, this year was about creating a more inclusive industry. We made significant strides in **Diversity, Equity, and Inclusion (DE&I)** across our events, with a record increase in the number of women leaders as jury members and

young voices being heard at the ABBYs. Our partnership with the UN's UnStereotype Alliance, as well as the introduction of new sub-categories focusing on sustainability, further demonstrates our commitment to creating a progressive and responsible industry. Am sure Ms. Lulu Raghavan, Ms. Mansha Tandon, Ms. Sonia Huria and Mr. Avinash Kaul will deliver in style.

Our **learning and development initiatives** with MICA and IPA have continued to foster growth, ensuring that both new entrants and seasoned professionals have the skills they need to thrive in an ever-changing landscape. The launch of **The TAC Academy** is one of the cornerstones of our vision to continuously raise the bar for talent in our industry. I will appreciate the efforts put in by Mr. Malcolm Raphael, Mr. Vikas Khanchandani & Mr. Subramanyeswar S.

Mr. Rana Barua further stated that he was both honoured and excited to have been re-elected as President until September 2025. The coming years will be about building on this strong foundation while continuing to push the boundaries of what's possible in advertising and media. "My vision for the next year is simple: **Adapt, Innovate, and Inspire**".

We live in an era of constant change, where technology, creativity, and consumer behaviour are rapidly evolving. As we move forward, our focus will be on ensuring that The Advertising Club not only keeps pace with these changes but leads from the front. We will deepen our efforts in **sustainability, AI, and creative integration** while expanding our **learning platforms** to equip the next generation of leaders with the tools they need to succeed.

Additionally, we will continue to emphasize **DE&I**, ensuring that our industry reflects the diverse world we live in and that every voice, no matter how young or seasoned, is heard and valued.

None of this would have been possible without the unwavering support of every single member of The Advertising Club. From our Vice President, Mr. Dheeraj Sinha, to our Secretary, Dr. Bhaskar Das, and Treasurer, Mr. Mitrajit Bhattacharya, I thank you for your tireless dedication and leadership.

"A special thank you to Bipin Pandit and the entire Ad Club Secretariat. Your hard work behind the scenes is what makes all our events possible. You have set the standard for professionalism, camaraderie, and excellence, and for that, I am deeply grateful.

Mr. Rana Barua, President concluded his address by stating "As I stand before you today, reflecting on a year of incredible achievements, I am filled with optimism for what lies ahead. Here's to another year of setting records, breaking boundaries, and creating a future we can all be proud of. Thank you!"

1.0 Minutes of the Last Annual General Meeting:

To consider and adopt the minutes of the 69th Annual General Meeting held on Friday, 15th September, 2023.

Mr. Dheeraj Sinha, moved to the first item on the agenda and requested the members to pass the Resolution:

Resolution: Resolved that the Minutes of the 69th Annual General Meeting held on 15th September, 2023 be circulated, read and approved.

The resolution was proposed by Mr. Vikas Khanchandani and seconded by Dr. Bhaskar Das.

2.0 Annual Report of Activities: (President Report)

To consider and adopt the Annual Report of Activities (President Report) sent with the notice 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, 2024 be and is hereby approved and adopted.

The resolution was proposed by Mr. Pradeep Dwivedi and seconded by Mr. Malcolm Raphael.

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, 2024.

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

Mr. Dheeraj 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, 2024 be and are hereby approved and adopted.

The resolution was proposed by Mr. Ajay Chandwani and seconded by Mr. Santosh Kadam.

4.0 Appointment of Auditors:

To appoint Auditors for the ensuing year and fix their remuneration.

Mr. Rana Barua then proposed that M/s. R. Devarajan & Co., who are with us for the past 33 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.50,000/- (Rupees Fifty Thousand Only) plus out of pocket expenses.

The resolution was proposed by Mr. Deepak Modgekar and seconded by Mr. Pradeep Dwivedi.

5.0 Election of the Office Bearers:

To elect Office Bearers and Members of the Managing Committee for the ensuing year.

Mr. Rana Barua 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.

Mr. Rana Barua, President introduces his new Team Members for the coming year 2024-2025.

President	Mr. Rana Barua
Vice President	Mr. Dheeraj Sinha
Secretary	Dr. Bhaskar Das
Jt. Secretary	Ms. Punitha Arumugam
Treasurer	Mr. Mitrajit Bhattacharya

Managing Committee Members:

Mr. Avinash Kaul
Mr. Malcolm Raphael
Mr. Prasanth Kumar
Ms. Mansha Tandon
Mr. Ajay Kakar

Ms. Sonia Huria
Mr. Subramanyeswar S.

Rana Barua, President then proceeds to announce Co-opted Members and Special Invitees.

Co-opted Members:

Mr. Mayur Hola
Mr. Pradeep Dwivedi
Mr. Sagnik Ghosh

Special Invitees:

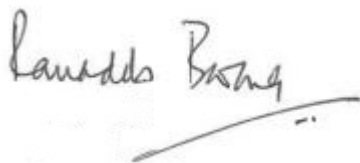
Mr. Ajay Chandwani
Mr. Alok Lall
Ms. Amitesh Rao
Ms. Lulu Raghavan
Ms. Ashit Kukian
Mr. Raj Nayak
Mr. Satyanarayan Raghavan
Mr. Vikas Khanchandani
Ms. Vaishali Verma

Mr. Partha Sinha, President & Chief Brand Officer, The Times of India Group will continue as a member of the Managing Committee as the Immediate Past President 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. Pradeep Dwivedi and seconded by Mr. Vikas Khanchandani.

Mr. Rana Barua thanked the members present and declared the meeting as closed.



Rana Barua
President