

President's Report

2024-2025



2024 - 2025 MEMBERS OF THE MANAGING COMMITTEE



RANA BARUA
President



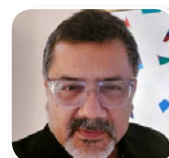
DHEERAJ SINHA
Vice President



LATE DR. BHASKAR DAS
Secretary



PUNITHA ARUMUGAM
Jt. Secretary



MITRAJIT BHATTACHARYA
Treasurer

MANAGING COMMITTEE MEMBERS



AVINASH KAUL
Member



MALCOLM RAPHAEL
Member



PRASANTH KUMAR
Member



MANSHA TANDON
Member



AJAY KAKAR
Member



SONIA HURIA
Member



SUBRAMANYESWARAR S
Member

CO-OPTED MEMBERS AND SPECIAL INVITEES



MAYUR HOLA
Co-Opted Member



PRADEEP DWIVEDI
Co-Opted Member



SAGNIK GHOSH
Co-Opted Member



AJAY CHANDWANI
Special Invitee



ALOK LALL
Special Invitee



AMITESH RAO
Special Invitee



LULU RAGHAVAN
Special Invitee



ASHIT KUKIAN
Special Invitee



RAJ NAYAK
Special Invitee



SATYANARAYAN RAGHAVAN
Special Invitee



VIKAS KHANCHANDANI
Special Invitee



VAISHALI VERMA
Special Invitee



PARTHA SINHA
Imm. Past President

Celebrating 71 Glorious Years of The Advertising Club

FROM THE PRESIDENT'S DESK:



The Global Lens: A Macro View

It's often said that advertising is the mirror of society, reflecting its shifts, aspirations, contradictions, and its ever-evolving culture. But for me, advertising has always been more than that. It's not just a mirror; it's also the lamp that lights the way forward. From the earliest print ads to today's immersive experiences powered by tech and AI, advertising has been both a storyteller and a changemaker, shaping economies, democracies, and social conversations across the world.

When I stepped into the role of President of The Advertising Club two years ago, I did so with a global perspective. I was acutely aware that Indian advertising is no longer just a participant in the world economy, it is a leader, a creator of narratives that resonate from Mumbai to Manhattan, from Delhi to Dubai, from Bengaluru to Berlin. Our industry has the imagination, resilience, and ambition to shape global marketing discourse, and it was this conviction that guided my vision.

As the President of TAC, my ambition was clear: to transform the Advertising Club into a hub of global standard of excellence, inclusivity, and innovation. I wanted the Ad Club not merely to celebrate creativity but to influence it, not just to recognize impact but to create platforms that accelerate it, and not just to build a community but to nurture a movement that connects advertisers, marketers, media owners, and young talent under one united roof.

Two years later, as I write this final President's Handbook, I can say with pride that we have come closer to achieving this dream. But before I recount these achievements, allow me to step back for a moment, because my journey of three decades in this dynamic world has been as much about the industry as it has been about me.

30 Years of Stories, Shifts, and Sparks

My professional journey has spanned over thirty years across advertising, media, and marketing leadership roles. I have seen this industry evolve from print-dominant communications to the digital-first revolution; from one-way brand narratives to two-way consumer conversations; from the glamour of television commercials to the intimacy of influencer storytelling; from creative instinct to data-backed precision.

At every stage, I have held onto one belief: that creativity is the ultimate currency, but creativity flourishes only when paired with courage. Courage to experiment, courage to challenge stereotypes, courage to speak to audiences not just as consumers but as people.

This belief shaped my leadership at Havas India and subsequently, my tenure as President of The Advertising Club. I knew TAC was not just another industry body; it is an institution with a proud legacy. My vision was to strengthen that legacy while building a future-ready platform for the next generation.

Leading The Advertising Club: Vision and Transformation

When I assumed office as President in 2023, my guiding principle was simple yet ambitious: to make TAC the most vibrant, inclusive, and globally respected advertising body in the world.

We began by identifying three key priorities:

1. Celebrating Creativity with Global Standards – Ensuring our awards and platforms matched international benchmarks in transparency, credibility, and scale.
2. Fostering Knowledge and Innovation – Building platforms that would equip professionals and students with new-age skills, especially in areas like AI, data, and sustainability.
3. Championing Inclusion and Purpose – Expanding the Club's role in advocating for DE&I, sustainability, and purposeful storytelling.

Two Years of Milestones: Raising the Game Across Platforms

The past two years have been about scale, participation, global benchmarks, and industry pride. Together, we lifted the stature of Effies, Emvies, and Abbys into unprecedented territory. Each year surpassed the last, and the numbers speak for themselves.

An Ode to Dr. Bhaskar Das:

Dr. Bhaskar Das, a titan of the Indian media industry, an eternal student, a compassionate mentor, and a man I feel privileged to have called my friend. Lovingly called 'Bhaskar Da' or 'BD', his passing, after a courageous battle with a life-threatening illness, leaves a void that words cannot fill, but his legacy lights the path for all of us who aspire to make a difference.



LATE DR. BHASKAR DAS

BD began his career as a management trainee at Bennett, Coleman & Co. Ltd. (BCCL) in 1980, climbing the ranks over three decades to become President and Board

Member. He was instrumental in driving a significant increase in BCCL's advertising revenue, and bringing to life brands like Mumbai Mirror, which became synonymous with the spirit of the city. His contributions extended to roles at Zee Media, DB Corp, Republic TV, and Dainik Bhaskar, where his visionary leadership redefined strategies and fuelled growth.

BD was not only a media strategist but also a perpetual learner and educator. He had earned two PhDs, and was pursuing a third PhD focused on the information consumption and life choices of India's Gen Z. His commitment to education extended to teaching roles at prestigious institutions such as MICA and SPJIMR. For BD, life was a classroom, and every interaction an opportunity to learn and inspire.

Beyond his professional achievements, BD held a very special place in the heart of The Advertising Club. BD started his association with the Advertising Club in 2001 which lasted till January 2025 - for 24 years. And of these 24 years, he held several significant roles for 18 years.

He served as

1. PRESIDENT 4 YEARS
2. VICE PRESIDENT 4 YEARS
3. SECRETARY 5 YEARS
4. JT. SECRETARY..... 1 YEAR
5. TREASURER 4 YEARS
6. IMMEDIATE PAST PRESIDENT 2 YEARS
7. MANAGING COMMITTEE MEMBER 4 YEARS

During his term as the President of The Advertising Club, BD played a pivotal role in organising unparalleled industry events, including the Goafest. Incidentally, he was also the longest-serving President which reflected his enduring dedication to the organisation and its initiatives.

In the Managing Committee, he held the position of Secretary, contributing to the club's strategic initiatives. He was known for his thought-provoking insights, often challenging traditional boundaries and encouraging innovation. His ideas at the Club left an indelible mark, nurturing young talent and elevating the standards of advertising in India. His voice resonated not just as a leader but as a true advocate for the transformative power of storytelling and creativity.

And as a tribute to his memory, we are delighted to name the M.Ad quiz's trophy after him –for an initiative that welcomes all, celebrates the brilliance of young minds and fosters connections that transcend industries, a true testament to friendly fire and learning-made-fun.

We will forever remember him as a gentle yet firm guide, and a master of humour whose wit could light up any room. His humility and empathy were matched only by his determination to empower those around him. His vibrant personality, often reflected in his colourful attire and dynamic conversations, left a lasting impression on all who had the privilege of crossing paths with him.

Let us honour Dr Bhaskar Das by embodying his values - curiosity, innovation, and kindness. Though he is no longer with us, his legacy remains, a guiding star for all who dream of creating a better world.

Effies: Effectiveness Redefined

The Effies continue to remain the gold standard in marketing effectiveness. In the last two editions we reached new heights of participation and recognition.

- 2023 saw close to 1276 entries from more than 70 agencies, a strong signal that India's marketing community sees the Effies as its most credible benchmark.
- 2024 we received equal number of entries and had more agencies to participate



MITRAJIT
BHATTACHARYA



PRADEEP DWIVEDI

Across two years, the Effies not only attracted over 2,300 campaigns but also inspired marketers to prove that creativity, when coupled with measurable results, creates magic. The Effies are not just awards; they are the blueprint for how India's marketers compete at a world stage.

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

Envies: Celebrating 25 Years of Media Brilliance

The Envies marked its silver jubilee, and we made sure it was a celebration worthy of the milestone.

- In 2024, the Envies brought together over 1,892 entries from 30 agencies, making it one of the largest in its history.
- The 25th edition in 2025, we received equal number of entries from which 443 were shortlisted.



PUNITHA
ARUMUGAM



SATYANARAYAN
RAGHAVAN

Over two years, the Emvies brought in more than 3,300 entries and recognised the finest in media strategy, planning, and effectiveness. From Grand Emvies to Golds, Silvers, and Bronzes, each win represented relentless innovation, measurement-driven storytelling, and the brilliance of Indian media professionals.

The Emvies stand today as a symbol of how Indian media strategy has moved from the backroom to the boardroom, shaping conversations and commanding global respect.

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

Abby – powered by the One Show: India’s Creative Superpower

Few platforms define the pulse of Indian advertising like the Abbys. Over the last two years, we transformed the Abbys into a truly global stage.



AJAY KAKAR



AJAY CHANDWANI



DHEERAJ SINHA



SUBRAMANYESWAR S



SONIA HURIA



ALOK LALL



PRASANTH KUMAR

- In 2024, the Abbys One Show attracted 3,500 entries from over 200 organisations, a record at the time.
- In 2025, we scaled even higher, receiving 4,076 entries from 233 organisations.

Across two years, that meant more than 7,500 campaigns from nearly 450 organisations – a scale never seen before in Indian advertising.

With categories spanning AI, VR, AR, Sports Marketing, Micro Marketing, and Audio Storytelling, the Abbys became a festival where India's creativity met global processes, transparent judging, and international recognition.

Campaigns from global marketers and iconic brands proved that creativity today knows no borders. The Abbys are no longer just India's award show. They are a creative movement with international standing.

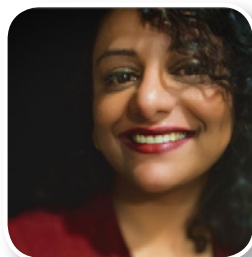
Kudos to Ajay Kakar, Ajay Chandwani, Dheeraj Sinha, Subramanyeswar S, Sonia Huria, Alok Lall, Prasanth Kumar, Bipin Pandit, and his entire team at the Advertising Club Secretariat for accomplishing yet another world class event with ease.

Powering Change: Inclusion, Diversity, and Purpose

The industry of tomorrow cannot be built on yesterday's stereotypes. Over the last two years, we made conscious steps to ensure representation, inclusion, and sustainability were at the heart of everything we did.



LULU RAGHAVAN



MANSHA TANDON



AVINASH KAUL



MITRAJIT BHATTACHARYA



MAYUR HOLLA



VAISHALI VERMA



RAJ NAYAK

- Our juries included over 400 leaders across both years with a gender balance that improved year on year, and voices from clients, agencies, specialists, and global perspectives.
- We expanded the Green Abby to include categories like Life on Land, recognising ecological protection and conservation.

Most importantly, we invested in the future of talent. Collaborations with MICA and the IPA helped launch the TAC Academy, building a pipeline of young professionals equipped with the skills of tomorrow.

Building Knowledge Platforms: Future Ready Conversations

Knowledge platforms have always been the bedrock of TAC, and over these two years, we gave them sharper focus and stronger purpose.

D:CODE 2024

D:CODE 2024 explored how AI is reshaping creativity, media, and user behaviour, preparing India for an AI-ready marketing ecosystem. Eight top global speakers led the conversations, helping India's advertising community think forward.



MANSHA TANDON



SATYA RAGHAVAN

Mansha Tandon along with Satya Raghavan did a fabulous job on acquiring the venue at Google Headquarters. Her commitment was to be seen in putting up a great line up of speakers and also anchoring the show. Kudos to her for arranging an amazing event. Satya Raghavan also deserves an applause for the outstanding work done for the event. His unique way of proposing vote of thanks was highly appreciated.

The M.Ad Quiz

The M.Ad Quiz made a triumphant return after almost a decade. Hosted by Derek O'Brien, it brought together veterans, students, and corporate challengers



LATE DR. BHASKAR DAS



SAGNIK GHOSH



ASHIT KUKIAN

in an unforgettable celebration of wit and knowledge. And we can't talk about it without paying tribute to the late Dr. Bhaskar Das, a true source of inspiration, who, despite every challenge, pulled off this revival with unrivalled grace and style.

Institute of Practitioners in Advertising (IPA)

One of our key initiatives was entering into a partnership with the Institute of Practitioners in Advertising (IPA) to introduce worldwide best practices to our business through world-class learning and training programs. This collaboration kept TAC Academy as a pioneering platform and aimed at empowering professionals all around the world. It allows learners to expand their industry knowledge, improve their work performance, and, as a result, improve the success of their businesses and clients.



MALCOLM RAPHAEL



VIKAS
KHANCHANDANI



PARTHA SINHA



AMITESH RAO

These platforms reinforced one truth: our industry thrives not just on awards, but on conversations, learning, and curiosity.

The Engine Room: Financial Strength and Stewardship

No vision is sustainable without financial discipline. I am happy to report, TAC has recorded a surplus of 2.76 crore rupees.

This strong financial stewardship gives TAC the muscle to keep expanding its platforms, invest in learning, and think boldly about the future. It is the kind of foundation every leader dreams of leaving behind.

The AdClub today has reserves of Rs.5,00,00,000/- (Rupees Five Crores Only)

A Collective Force: The Mancom and Leaders Who Made It Happen

To my colleagues on the TAC Managing Committee, thank you for bringing conviction, ideas, and executional brilliance to the table. Together we shaped initiatives, events and award shows that broke records, launched platforms that empowered our industry, talent, and ensured TAC remained the industry's pride.

To Dheeraj Sinha, Late Dr Bhaskar Das, Punitha Arumugam, Mitrajit Bhattacharya, Ajay Kakar, Ajay Chandwani and every member of the Managing Committee, Co-opted Members, and Special Invitees, this was a shared journey of leadership. Each of you brought a piece of the vision to life. This was not just governance. It was leadership in action.

To the Advertisers: The True Risk Takers

To our advertisers and brand custodians, you are the heartbeat of this ecosystem. You are the ones who take risks on ideas, who stand behind bold campaigns, and who believe that creativity moves markets and cultures.

Every Effie, Emvie, and Abby winner is ultimately a tribute to your courage. Your belief fuels not just agencies but the entire Club. Without you, there is no ecosystem. With you, we are unstoppable.

To the Torchbearers: Bipin Pandit and the Secretariat

A special word of appreciation for Bipin Pandit and the Secretariat team. You are the engine that powers TAC every single day. Your tireless work behind the scenes made each event seamless and each initiative flawless.

Bipin, your passion is unmatched. You are not just the voice of TAC; you are its spirit. The industry owes you more than applause. It owes you deep respect.



BIPIN R PANDIT



MATHEW



SMITA



GOPAL



RUTH



SURESH



AMOL

Beyond the Horizon: The Future We Must Build

As I reflect on these two years, I feel immense pride in what we achieved. But leadership is never about the past. It is about the future.

The legacy of these two years is clear. We made TAC bigger, more inclusive, more global, more financially robust, and more future-ready. But the real challenge lies ahead.

We must build an industry where AI enhances creativity without diminishing its soul.

We must push diversity and equity from symbolism to systemic change.

We must embed sustainability into the very DNA of storytelling.

We must ensure that India's voice in advertising is not just heard globally but leads globally.

That is the horizon we must chase.

As I pass the baton, I do so not with a sense of ending, but with a deep conviction that the next era of TAC will be even more audacious, more transformative, and more impactful.

The Advertising Club is no longer just a club. It is a movement. And movements, once ignited, cannot be stopped.

Here's to the future. A future where creativity will inspire change, where ideas will build legacies, and where our industry will stand taller than ever before.

Rana Barua

President, The Advertising Club

2023–2025

ATTENDANCE OF MANAGING COMMITTEE MEETINGS

Given below is the attendance record of each member:

NAME	ATTENDANCE
Rana Barua	4
Dheeraj Sinha	4
Dr. Bhaskar Das	0
Punitha Arumugam	2
Mitrajit Bhattacharya	4
Avinash Kaul	2
Malcolm Raphael	1
Prasanth Kumar	1
Mansha Tandon	2
Ajay Kakar	3
Sonia Huria	0
Subramanyeswar S	2
Mayur Hola	1
Pradeep Dwivedi	4
Sagnik Ghosh	4
Ajay Chandwani	4
Alok Lall	3
Amitesh Rao	3
Lulu Ragavan	2
Ashit Kukian	3
Raj Nayak	0
Satyanarayan Raghavan	3
Vikas Khanchandani	2
Vaishali Verma	2
Partha Sinha	2

DETAILS OF OTHER MEETINGS HELD IN THE YEAR 2024-2025

NO.	DATE	PARTICULARS
Mancom Meetings: 4		
1	25.10.2024	1st Mancom Meeting
2	19.02.2025	2nd Mancom Meeting
3	23.05.2025	3rd Mancom Meeting
4	08.08.2025	4th Mancom Meeting
Other Meetings: 19		
1	24.10.2024	AdClub x IPA Campaign Discussion
2	10.10.2024	D-CODE 2024 Digital Review
3	12.10.2024	Effie India x Effie WW (Program Schedule & Judging)
4	19.10.2024	Goafest 2025 Date Discussion
5	23.10.2024	D-CODE 2024 Final Deck & Plan Review with CAB
6	18.11.2024	AdClub x Hyperlink (M.Ad Quiz Discussion)
7	03.12.2024	AdClub x Chameleo Design
8	12.12.2024	Effie India x Effie WW (Round 1 score review call)
9	13.01.2025	Effie India x Effie WW
10	22.01.2025	Effie India x Effie WW (Credits Qs)
11	09.02.2025	Goafest 2025 Meeting
12	04.03.2025	Meeting on PR Plan for Goafest 2025
13	13.03.2025	EMVIES 2025 Meeting with Chameleo
14	01.04.2025	Effie India x Effie WW
15	11.04.2025	Meeting With E& Y
16	12.04.2025	ABBY 2025 Meeting
17	15.04.2025	AAAI x TAC x Hyperlink- Abby Awards Stage and Walk of Work Layout
18	13.05.2025	ABBY Awards 2025-LED Content Meeting
19	12.06.2025	EFFIE Town Hall

CALENDAR OF EVENTS 2024-2025

NOS.	DATE	PROGRAMME	NO. OF DAYS	SPONSORS	VENUE	ATTENDANCE
1	28.11.2024	D-CODE	1	Venue Sponsor - Google	Google Office, Gurgaon	200
2	14.12.2024	M.Ad Quiz	1	Radio City, Mainland China, Zee Entertainment Enterprises Limited Ampere Electric Scooter, IFB Executive Plus MXC 1014 SSL Front Load Washing Machine, IFB 30BRC2 Rotisserie Convection Microwave, Britannia, Bombay Shaving Company, Faber-Castell, Fama (ITC), Godrej Consumer Products, Linen Club (Aditya Birla), Mondelez (Cadbury), Nestlé, and Nivea	Four Seasons Hotel, Worli	200+
3	28.11.2024 - 05.12.2024	Effie 2024 Online Round 1 Judging	8	Online Judging	245 Juries
4	17.12.2024 - 11.01.2025	Effie 2024 Final Round Judging	7	In person Judging (Mumbai, Delhi & Bangalore)	293 Juries
5	17.01.2025	Effie 2024 Grand Effie Judging	1	Online Judging	5 Juries
6	24.01.2025	Effie 2024 Awards Ceremony	1	Platinum Guild International	SeaSide Lawns, Hotel Taj Lands End, Bandra, Mumbai.	1000+
7	28.01.2025	EMVIE 2025 Online Round 1 Judging	20	Online Judging	246 Juries
8	3.03.2025- 18.03.2025	EMVIE 2025 Online Case Study Presentations (Final Round Judging)	13	...	Online Judging	324 Juries
9	24.03.2025	EMVIE 2025 Grand EMVIE Judging	1	Online Judging	5 Juries
10	28.03.2025	Emvie 2025 Awards Ceremony	1	The Times of India and UltraTech Cement Ltd	Jio World Convention Centre, BKC, Mumbai	1000+
11	19.04.2025- 24.04.2025	Abby 2025 : Creative & Media Round 1 Online Judging	6	Online Judging	220 Juries
12	05.05.2025- 16.05.2025	Abby 2025 : Creative Abby Final Round Online Judging & Grand Prix	12	Online Judging	
13	14.05.2025	Abby 2025 : Media Abby Final Round Online Judging	1	Online Judging	181 Juries
14	16.05.2025	Abby 2025 : Media Abby Grand Prix Online Judging	1	Online Judging	
15	21.05.2024 - 23.05.2024	Abby One Show Awards - Goafest 2025	3	...	Taj Cidade De Goa	2000+

INDUSTRY EVENTS SUPPORTED BY THE ADVERTISING CLUB FOR THE YEAR 2024-2025

1	02.12.2024	AFAA Conect
2	06.03.2025	ad:tech Honours Awards
3	09.07.2025	MADDYS 2025 (Advertising Club Madras)

EFFIE 2024



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EFFIE 2024



Celebrating 71 Glorious Years of The Advertising Club

EMVIE 2025



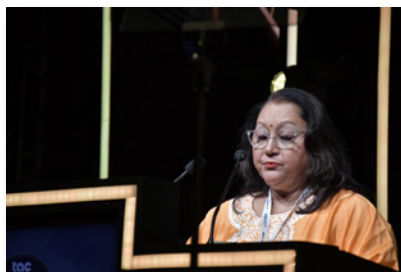
Celebrating 71 Glorious Years of The Advertising Club

EMVIE 2025



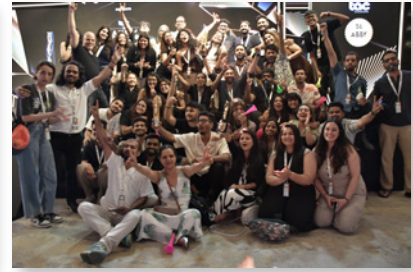
Celebrating 71 Glorious Years of The Advertising Club

ABBY AWARDS POWERED BY ONE SHOW - GOAFEST 2025



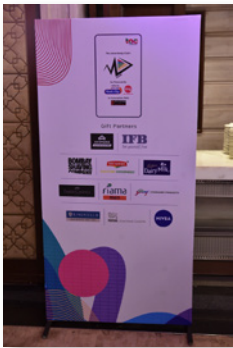
Celebrating 71 Glorious Years of The Advertising Club

ABBY AWARDS POWERED BY ONE SHOW - GOAFEST 2025



Celebrating 71 Glorious Years of The Advertising Club

M.AD QUIZ 2024



Celebrating 71 Glorious Years of The Advertising Club

M.AD QUIZ 2024



Celebrating 71 Glorious Years of The Advertising Club

D-CODE 2024



Celebrating 71 Glorious Years of The Advertising Club

D-CODE 2024



Celebrating 71 Glorious Years of The Advertising Club



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