

THE FORCE BEHIND THE SPECTACLE

To say that the Ad Club Secretariat is a living personification of diligence and dedication; could not be an overstatement. The dynamics of the Abby awards has been on a continuous shift since its very inception, where the scale and the magnitude of the show has only grown from strength to strength. Throughout this progress graph, the only constant has been this group of 7 force drivers that are driven by the ultimate goal of perfection and to deliver a flawless show. Here's taking a bow for these behind-the-stage rock stars...



BIPIN R. PANDIT



ARATI SHIRODKAR



KETAN TRIVEDI



SMITA KHOT



NARAYAN



SURESH



GOPAL