



## Venki Ramakrishnan, Katrina Kaif among those awarded by Priyadarshani Academy

• Staff Reporter  
Mumbai

The Priyadarshani global awards is all about recognising personalities from all walks of life, but in the 32nd edition of the awards, there was a large presence of policy-makers and personalities that were inclined towards infrastructure. Minister of Shipping, Road Transport and Highways, Nitin Gadkari; and Minister of Railways Suresh Prabhu accompanied with other personalities, were stern supporters of the need of infrastructure in the country.

During the awards, Gadkari revealed that Delhi-

Jaipur and Jaipur to Katra Express highway work is on. He also said, "Vadodara to Mumbai express highway will start soon." The cost of these projects is estimated to be Rs 1, 32,000 crore. He stressed that Mumbai-Pune highway days were tough on him. He appreciated Priyadarshani Academy for once presenting him an award for implementing the Mumbai-Pune highway project. Prabhu who is also part of the advisory committee of the awards, praised the academy for recognising talents from all walks of life. The duo represented institutions in the country that is going through a revamp to bring

best infrastructure in the country.

The awardee of Priyadarshani global awards for path breaking nobel prize winning work, Venki Ramakrishnan (via video conference) said that education and infrastructure are the need of the day for the country. Education cannot be restricted to limited number of people. "India will have to do a lot in building infrastructure in the country," said Ramakrishnan.

He said this keeping in mind the lack of infrastructure in education. Meanwhile, Kiran Kumar from Indian Space Research Organisation (ISRO), while accepting the award for out-

standing contribution to the development of space science and technology said that ISRO will continue doing activities that would support the growth of the country.

Frank-Jurgen Richter who was awarded for outstanding contribution to global economy spoke about collapsing globalisation.

The evening also saw Bollywood actors Juhi Chawla and Katrina Kaif, take home an award each for their contribution to social causes and the film industry respectively. Goonj founder Anshu Gupta was also awarded by the academy for his contribution to promote dignity of the poor.

## HIGHER EXPECTATIONS FROM MAHARASHTRA'S INVESTORS: JHARKHAND CM RAGHUBAR DAS



• JESCILIA KARAYAMPARAMBIL

Jharkhand chief minister Raghubar Das is leaving no stone unturned in reaching out to Mumbai-based investors. For the second day of the road show in Mumbai, investors lined-up to meet the CM before he left the city. In a closed door meeting with the investors the CM and his team signed about 8 MoUs worth over Rs 5,000 crore.

Talking to The Free Press Journal, Das said, "Bombay being a financial capital, I have higher expectation from Maharashtra as a whole. We saw lot of excitement among the investors. We are optimistic and we have seen excitement around IT, industries and mining." During the road show, the Jharkhand government has signed MoUs with Orient Craft, MNR Education Trust, Tata Steel, Tech Mahindra, Desun Hospital & Heart Research Institute, Fuel, Vakarangee and Bokaro Sewa Trust in association with Rama University Kanpur, in textile; education; mining and metallurgy; IT-ITeS; healthcare and medical education; skills development; e-Governance; healthcare and medical education sec-

tor respectively. Orient Craft, MNR Education Trust and Bokaro Sewa Trust in association with Rama University Kanpur are expected to invest Rs 1,500 crore; Rs 350 crore; and Rs 100 crore respectively, as per the MoUs. JSW Group is already investing Rs 35,000 crore through steel plant of 10 MTPA. Das also mentioned about their plans to promote tourism by setting-up centres to support film tourism. Actor Anupam Kher, head of the Technical Advisory Committee (TAC) who would review proposals for film-making in the state, met the CM in Mumbai. The CM is confident that its "tourism policy is the best policy in place." In terms of tourism, the state has witnessed CAGR of 8 per cent in domestic tourism and 9 per cent growth in foreign tourism arrivals.

Jharkhand Urban Development and Housing Minister C P Singh said, "Jharkhand is such a space where there is lot of greenery. The film industry today needs such scenery beauty and those locations are there in Jharkhand where the industry can shoot." Singh further added, "We will provide opportunities to the film in-

dustry but the investment will come from the industry itself." Apart from film industry, Singh is looking at investment from textiles, IT, healthcare and so on. "Ashok Leyland had met us today they want to enter the state." On the second day, the government has already connected with companies like Rosatom for hydel power plant; Deccan Group for regional air connectivity; PLG Clean Energy Projects for renewable energy; EV Motors for automobiles; Enaar Capital for road infrastructure; Mahindra Holidays for setting-up resorts; Hyatt Group to set-up hotels; Lafarge set-up industrial unit in Barhi; Hinduja Group for commercial vehicles and RPG Group for tyre manufacturing.

Mumbai was the last leg of their road show in the country. Now, the government plans to extend it to East Asia - primarily China, Japan and Korea. The government plans to promote 'Momentum Jharkhand Global Investors' Summit, scheduled for February 16-17, 2017 in state capital Ranchi, through various outdoor and other forms of promotion to attract more and more investors.

## INDIAA awards

'Real creative advertising is backed by real budgets'

## O&M bags five top honours at INDIAA awards

The winners of the second INDIAA awards were announced recently by the Indian chapter of International Advertising Association (IAA). 'Real creative advertising is backed by real budgets' - the credo at the INDIAA awards saw winners in 15 categories. The maximum awards were bagged by Ogilvy & Mather (O&M) in various categories such as media and entertainment; fashion and accessories; insurance; telecom/IT/apps/internet; and travel, tourism and hospitality. Leo Burnett and J Walter Thompson took the second place by winning two awards each.

D Shivakumar, Chairman & CEO, PepsiCo India, and Jury Chair spoke about how the agency client dynamic is evolving and the most successful brand campaigns benefit from this. He also talked about the crucial incubation period required for rebranding to be effective.

Speaking at the award function, Pradeep Guha, Chairman, IndiaA Awards, said, "What started as a concept last year has matured very fast. It is very rare that something matures in two years and I think that this concept is here to stay."

Srinivasan Swamy, President, IAA India Chapter and SVP, IAA Global added, "Last year, when we conceptualised the INDIAA Awards, we intended it to be different. We are happy to see industry acknowledge the concept of awarding all the co-creators of the campaign. I would also like to thank the stellar jury for their perspective on the winning campaigns."

IAA India is well-recognised for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars, Workshops, Conclaves etc.



Max Life & Ogilvy & Mather team - winners of the insurance category

### And the winners are...

#### 1. AUTO TWO WHEELERS (JOINT WINNERS)

- **TVS Jupiter:** Zyada ka fayda  
Client: TVS Motor  
Creative agency: Dentsu Communications, Bengaluru
- **Bajaj V:** Invincible  
Client: Bajaj Auto  
Creative agency: Leo Burnett

#### 2. CONSUMER ELECTRONICS

- **Micromax Unite4:** Angrezipanti ko dikhao angootha  
Client: Micromax  
Creative agency: Creativeland Asia

#### 3. MEDIA AND ENTERTAINMENT

- **Dainik Bhaskar:** Zidd karo duniya badlo  
Client: Dainik Bhaskar  
Creative agency: Ogilvy & Mather

#### 4. CORPORATE

- **Mahindra:** Seed the Rise for India's Farmers  
Client: Mahindra Group  
Creative Agency: Flying Cursor

#### 5. FASHION AND ACCESSORIES

- **Titan Raga:** Break the Bias  
Client: Titan Company Ltd  
Creative agency: Ogilvy & Mather

#### 6. FOOD AND BEVERAGES

- **Pepsi:** Pepsi thi, pi gaya  
Client: PepsiCo  
Creative agency: J. Walter Thompson

#### 7. GOVT. / MINISTRIES

- **Indian Army:** The Most Exciting Job  
Client: Indian Army  
Creative agency: Grey Group India

#### 8. HOME CARE

- **Ariel:** Dads Share the Load  
Client: P&G India  
Creative agency: BBDO India

#### 9. INSURANCE

- **Max Life:** Sachchi Advice  
Client: Max Life  
Creative agency: Ogilvy & Mather

#### 10. ONLINE COMMERCE

- **Flipkart:** Flipkart matlab bilkul pakka  
Client: Flipkart  
Creative agency: Lowe Lintas Bengaluru

#### 11. PERSONAL CARE

- **He Deo:** Hai Respect Toh Spray Respect  
Client: Emami  
Creative agency: Leo Burnett

#### 12. TELECOM / INTERNET / IT / APPS

- **Vodafone:** Supernet  
Client: Vodafone  
Creative agency: Ogilvy & Mather

#### 13. TRAVEL, TOURISM, HOSPITALITY

- **Rajasthan Tourism:** Jaane Kya Dikh Jaye  
Client: Rajasthan Tourism  
Creative agency: Ogilvy & Mather

#### 14. PHARMA / WELLNESS / HEALTHCARE

- **IAPC:** Last Words  
Client: Indian Association of Palliative Care  
Creative: Medulla Healthcare Communications

#### 15. FITTINGS AND FIXTURES

- **Wintech:** Soundproof Diwali  
Client: NCL Wintech  
Creative agency: J. Walter Thompson



Bajaj Auto & Leo Burnett Team - joint winner in auto two-wheelers category



TVS Motor & Dentsu Communications team - joint winner in auto



PepsiCo & JWT team - winners of the food and beverages category



Release of the IAA Compendium