



Inspiring Excellence
in Communications
WorldwideSM

MARQUEE EVENTS

- IAA Silver Jubilee Summit
- IAA Olive Crown Awards
- IAA Leadership Awards

KNOWLEDGE SEMINARS

- IAA Knowledge Conclave for Emerging Agencies
- IAA Seminar on Retail Marketing
- IAA Seminar on Portrayal of Women in Advertising
- IAA Real Estate Seminars
- IAA Session on Innovative Marketing in the Digital World

SUPPORTED EVENTS

- ET Best Brands 2014
- Yannick Bollore, Chairman & CEO, Havas in India
- CII Marketing Conference

INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION



BRANDED EVENTS

- IAA Debates
- IAA Mentorship Webinars
- IAA Conversations
- IAA Young Turks Forum
- IAA Retrospect & Prospects

SPECIAL INITIATIVES

- Definitive Study on Changing Trends in Portrayal of Women in Indian Advertising
- IAA Future Leaders Initiative
- Industry Networking at IAA Cabanna at Cannes
- TEDX Gateway Simulcast for Young Professionals

25th
**ANNUAL
REPORT**
2014 - 2015



ABOUT IAA

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership drawn from Marketing, Media fraternity and Advertising Agencies. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is over 75 years old and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation. Consequently IAA has very senior marketing, advertising and media professionals as its members. IAA also admits Young Professionals in a new class of membership called YP members.

IAA India Chapter has been seen as the most active body by IAA Global. India was the recipient of the Best Chapter Award the last two occasions this was given in 2010 and 2014.

IAA India is well recognized for some of its marquee events such as the IAA Olive Crown Awards, IAA Leadership Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars and Workshops. Recently IAA launched its IndIAA Awards for creative advertising backed by considerable media spends. IAA India is currently celebrating its Silver Jubilee, and the highlight of this was the Silver Jubilee Summit where over 1100 delegates attended the 3-day event in September 2015.

Dear Member,

It gives me immense pleasure to present this Report on behalf of the members of the Managing Committee of the India Chapter of International Advertising Association for the Silver Jubilee year 2014-2015. The year that went by recorded a few new highs appropriate for the landmark.

MANAGING COMMITTEE

On 26th September 2014 at the Annual General Meeting of IAA-IC, the following members were elected:

President	- Srinivasan K Swamy
Vice President	- Neeraj Roy
Hon. Secretary	- Monica Tata
Hon. Treasurer	- Jaideep Gandhi
Member	- Abhishek Karnani
Member	- Manish Advani
Member	- Janak Sarda
Member	- Vishakha Singh
Member	- C V L Srinivas

Under the amended Articles of Association, the Managing Committee can co-opt 5 additional members to the Managing Committee. At the first Managing Committee meeting immediately after the AGM, the following members were co-opted:

- M V Shreyams Kumar
- Partho Dasgupta
- Avinash Pandey
- Dr Bhaskar Das
- Rajesh Kejriwal

Kaushik Roy continued in the Committee in his ex-officio capacity as Immediate Past President.

The President took the approval of the Managing Committee to invite as Special Invitees the following members to serve on the Committee for the year 2014-2015.

- Pradeep Guha
- Anita Nayyar
- Pheroza Bilimoria
- Pradeep Dwivedi
- Sam Balsara
- Anand Sankeshwar
- Raj Nayak
- Sunil Lulla
- Ramesh Narayan
- Punita Arumugam
- M G Parameswaran
- Geetu Verma (from 16.10.14)
- Neville Taraporewalla
- Sunil Kataria (from 16.10.14)
- Gayatri Yadav
- Sourav Mukherjee (from 14.05.15)



MEETINGS

During the year under review, there were 12 meetings of the Managing Committee. 10 of these were held in Mumbai and 2 were held in Delhi/Gurgaon.

- 1st meeting on 26th September 2014
- 2nd meeting on 16th October 2014
- 3rd meeting on 21st November 2014 (Delhi)
- 4th meeting on 15th December 2014
- 5th meeting on 23rd January 2015
- 6th meeting on 12th March 2015 (Gurgaon)
- 7th meeting on 17th April 2015
- 8th meeting on 14th May 2015
- 9th meeting on 16th June 2015
- 10th meeting on 17th July 2015
- 11th meeting on 19th August 2015
- 12th meeting on 22nd September 2015



MEMBERSHIP

As at 30th September 2015, IAA has 227 Individual members and 19 Young Professional Members. 64 members are yet to renew their membership and the Committee is following up with them.

ACTIVITIES OF THE YEAR

To mark the Silver Jubilee of IAA India, three major initiatives were announced.

1) The Compendium that traces the history of IAA India: Your Committee engaged the services of author/writer Sandeep Singh who poured over all available documents and photographs, and held extensive discussions with some of the Past Presidents before finalising the script. This IAA Silver Jubilee Compendium is in an advanced stage of scripting and design, and will be printed and released shortly.

2) Book on 'Mahatma Gandhi, a Great Communicator': This project was at the instance of Prime Minister Sri Narendra Modi who felt that such a book should be published by IAA. 11 different authors have contributed an article on Gandhi and Tushar Gandhi has helped identify articles written by Mahatma Gandhi himself to show the greatness of his thoughts and writings. This book also will be published very soon.

3) A major marketing and advertising Summit was thought of as a crowning event for the Silver Jubilee. This Summit which was conducted over 3 days between 3rd and 5th September, 2015 at Kochi, was declared by everyone as a resounding success and a fitting tribute to IAA's 25 years in India.

During the year 2014-15, IAA had 38 programmes/events details of which are provided here:

MARQUEE EVENTS

IAA SILVER JUBILEE SUMMIT



If there was one highlight of the year that needs special attention, it is the IAA Silver Jubilee Summit. It had 2 celebrities, one spiritual leader, one celebrity news anchor, 11 international speakers, 2 business leaders, one film industry leader and one young industry entrepreneur, all adding to an eclectic mix of entertainment, knowledge and serious engagement.

The theme of 'What's coming next' covered subjects on digital, mobile, brands and media and the 1100+ delegates present there were glued to their seats.

The Kerala Street Food Carnival at Bolgatty Palace & Island Resort will be remembered for a long time. The MTV party made all the seniors dance to the tunes of Papon and the East India Company troupe.

'Advertising icon of 25 years' Awards were given to Shah Rukh Khan and Sachin Tendulkar.



All the Past Presidents who came – Roger Pereira, Pradeep Guha, Raj Nayak, Sam Balsara, Kaushik Roy, Srinivasan K Swamy were honoured with a Memento which said 'Thank you for guiding, leading and building the IAA India Chapter'. Mementoes to the other Past Presidents who could not attend were delivered in person.



The Three important milestones for the IAA Summit.

- > It was the first time that we had over 1100 delegates in any IAA India event.
- > It was the first time that IAA organised a 3-day event in its 25 years history.
- > It is the first time that we trended on Twitter 15000+ Tweets over 3 days.
 - Peaking at 16.62 Tweets Per Minute.
 - Social Reach of 29.7 Million.
 - 200+ new followers on Twitter during the course of three days.
 - #IAASummit was trending in Kochi from 3rd-6th September continuously.
 - #IAASummit was trending in India.



WHAT'S COMING NEXT?™

IAA SILVER JUBILEE SUMMIT





IAA OLIVE CROWN AWARDS

FOR CREATIVE EXCELLENCE IN COMMUNICATING SUSTAINABILITY
India Chapter, International Advertising Association



IAA hosted the 5th edition of its Olive Crown Awards that celebrates excellence in communicating sustainability. 9xM, Hungama.com, Patrika Group and Yes Group were the partners for the event, while SOBO Films, Creative Awards & Rewards & Hindustan Times supported the event

The event was attended by over 400 people comprising senior marketing, media and advertising professionals from across the country.

Sri Piyush Goyal, Honourable Union Minister for Power, Coal and New & Renewable Energy, was the Chief Guest at the event. Actor John Abraham was the Guest of Honour along with Rana Kapoor, Chairman, Yes Bank. Neeraj Roy, Vice President, IAA was the Chairman of the Olive Crown Awards Committee.



India Chapter of IAA presented the 3rd IAA Leadership Awards at a glittering ceremony held in Mumbai. The event, presided by Honourable Union Minister of State for Finance, Sri Jayant Sinha brought together the most creative and strategic minds from the world of marketing, media and advertising, as they competed with each other for the coveted awards. The entire event was presented by Colors.



The main Awards went to

- Arundhati Bhattacharya,
SBI as CEO of the Year
- Vineet Jain,
Bennett Coleman as Media Person of the Year
- Punya Prasun Bajpai,
Aaj Tak, as News Anchor of the Year
- Aroon Purie,
India Today, as Editor of the Year
- Uday Shankar,
Star TV, as Media Game Changer of the Year
- Hrithik Roshan,
as Brand Visionary of the Year
- Shraddha Kapoor,
as Brand Ambassador of the Year: Female
- CVL Srinivas,
GroupM, as Media Agency Head of the Year
- Praseon Joshi,
McCann, as Creative Agency Head of the Year
- The "Hall of Fame Award"
went to I Venkat

BRANDED EVENTS

IAA DEBATES

There were three Debates held during the year, all of which were presented by Dainik Bhaskar. The first Debate, held in November 2014, was one of the most engaging open debates. The topic was 'Metro Markets are losing their sheen to Tier II & III towns for consumer Products/Services'. Speaking for the motion were Sadshiv Nayak (CEO, Future Retail Ltd) and Atul Phadnis (CEO, Whats-on and GM {APAC}, Gracenote) and against the motion were Ronita Mitra (Senior VP, Brand Communication & Insights, Vodafone India) and Amitabh Pande (Senior Director – Consumer Insights and Strategy, PepsiCo India Region). The Debate was moderated by Mini Menon (Executive Editor, Bloomberg TV India).



The topic of discussion for the second *IAA Debates* in February was on 'Agencies are not rapidly reinventing themselves to stay relevant to changing Advertiser needs'. Speaking for the motion were Ashish Bhasin (Dentsu Aegis) and Sameer Satpathy (Marico)

and speaking against the motion were Sam Balsara (Madison) and Shireesh Joshi (Godrej). The debate was moderated by Anant Rangaswami (CNBC-Story). Over 100 people attended the event. The audience poll at the end of the debate showed that the agencies were reinventing themselves.



The topic of discussion of the third *IAA Debates* in May 2015 at ZEE Melt 2015 was 'Mobile will be the Primary Screen for News & Entertainment in India within 3-4 years'. Speaking for the motion were Vikram Sakhujia (Former Maxus Worldwide CEO) and Raghav Bahl (Former CEO, Network18 and Founder, The Quint). Speaking against the motion were Arnab Goswami (Editor-in-Chief, Times Now) and Rajiv Lochan (MD & CEO, The Hindu). A very engaging debate was moderated by Sonali Krishna (ET Now). Over 250 people attended the event. The teams speaking against the motion carried the honour for the day

IAA MENTORSHIP WEBINARS

There were six IAA Mentorship Webinars under the overall theme of 'The World goes Digital' and each of these webinars were attended by 200-600 professionals. Webinars were addressed by:

- Marten L Albarda (Ex Global Director of Media & Communication Innovation, Coco Cola) on 16th October 2014.
- Ram Subramanian (Filmmaker, Writer and Founder & Director, Handloom Picture Company) on 27th November 2014.
- Rajat A Barjatya (MD & CEO, Rajshri Entertainment Pvt Ltd) on 4th December 2014.
- Tushar Vyas (Managing Partner, GroupM South Asia) on 19th December 2014.
- Sanjay Mehta & Hareesh Tibrewala (Founders & Joint CEO, Social Wavelength) on 12th February 2015.
- Charulata Ravi Kumar (CEO, Razorfish India) on 16th June 2015.



These webinars were solely orchestrated by Abhishek Karnani and supported by MxM Media.

IAA CONVERSATIONS

There were two *IAA Conversations* held during the year. The first one was organized in partnership with Harvard Business Foundation on 3rd November 2014. The speakers in conversation were Walter Douglas (Minister Counselor for Public Affairs, US Mission in New Delhi), Indrani Bagchi (Times of India) and Manjeet Kriplani (Gateway House), Shloka Nath (Harvard Club, Mumbai) was the Moderator. The topic for the Conversation was 'Government 2.0 – How Governments Approach Marketing & Public Relations'. Over 60 people attended the event.



The second *Conversations* was on 30th January 2015. Dr Anil Gupta (Professor of Strategy, Globalisation & Entrepreneurship, Smith School of Business, the University of Maryland, USA) made a presentation on 'Make in India – Lessons from China' which was followed by an interesting discussion with Jayadeva Ranade (President & CEO, Centre for China Analysis and Strategy). The event was presented by Times Now.

IAA YOUNG TURKS FORUM

We had six events under this Forum. The first one in October 2014 was with Praseon Joshi (Chairman, APAC, CEO, McCann Worldgroup) and celebrity Bollywood lyricist as the speaker. The discussion was moderated by Kaushik Roy (President, Brand Strategy and Marketing Communication, Reliance Industries Ltd). Praseon advised the young audience – “You are not the electricity, you are the wire that conducts the electricity. Be a good conductor. And very importantly, be humble”. The program was sponsored by HBO.

The second event was the Tedx Gateway Simulcast event at the Bombay Stock Exchange (BSE) Auditorium where 600 young people were exposed live to the Tedx event which was a ticketed one at NCPA.

This was followed by a mentorship event where some of the star speakers at TedX came to BSE to answer questions to the eager people present. Business leaders like Aparna Hegde, Stuart Sender, Cynthia Koenig, Madan Padaki, Arsh Shah Dilbagi mentored the aspiring professionals about their career opportunities, work-life balance, etc.



The fourth event involved Sameer Nair (Group CEO, Balaji Telefilms Ltd) and Monica Tata (MD, HBO India Pvt Ltd). The event was also presented by HBO. About 120 young participants benefitted from this event.

The fifth event took place in August in Chennai when C K Ranganathan (Chairman & Managing Director, CavinKare) spoke about how he grew from a humble background to make it big in the FMCG space. This was done in partnership with Bharath University.

The sixth event took place in Bangalore. Dr Sunita Maheswari enthralled the audience with her journey in life. The 200 member audience stayed riveted right till the end. This event was supported by ISBR Business School.

All activities of the IAA Young Turks Forum were single handedly taken care of by Manish Advani.

IAA RETROSPECT & PROSPECTS

This year's IAA Retrospect & Prospects was held in Gurgaon in March and in Mumbai in April. The first event was presented by Colors and the second one was by Big FM and NewsX. "We are seeing a fragmentation of attention and not of media. We have to be proactive and that will mean taking your chances," said Venkatesh Kini (President, India & South West Asia, Coca-Cola) who spoke at both the events. Elaborating further, he said, "There is a shift from many people watching one screen to one person watching many screens. We don't just see fragmentation of media but a fragmentation of attention. This fragmentation of attention and shortening of attention span is the biggest seismic shift that you are going to see in the industry going forward."



KNOWLEDGE SEMINARS

IAA KNOWLEDGE CONCLAVE FOR EMERGING AGENCIES

Two events were held during this year. The first one on 1st December 2014 was held at Madison office. It was a very successful round table meet with one of the most influential media person Sam Balsara, which lasted 3 hours. The owners of 10 emerging advertising agencies attended this intimate gathering where they acquired guidance and knowledge from the veteran professional.

The second one was held in Delhi in association with the Delhi Advertising Club. This event had prominent speakers from the industry, including Sam Balsara (Chairman, Madison World), Amarjit Singh (Founder, OLX India), Sapna Chadha (Head SMB, Google India) and Srinivasan Swamy (Chairman, R K SWAMY BBDO), Kunal Lalani (President, Delhi Advertising Club) and Abhishek Karnani (Director, Free Press Journal) also spoke on the occasion. More than 100 owners of various advertising agencies and members of Ad Club participated in the event.





IAA SEMINAR ON RETAIL MARKETING

We had two Seminars – one in Bangalore in December 2014 and another in Kochi in March 2015. The Bangalore event was hosted by Vijayavani and the Kochi one by Mathrubhumi. Bangalore Seminar had the well known actor/Director Ramesh Aravind as the Chief Guest. The other speakers were Damodar Mall (CEO, Grocery Retail, Reliance Retail Ltd) Charulata Ravi Kumar (CEO, Razorfish India) Sundeep Nagpal (CEO, Stratagem Media), Meera Harish (Former VP, Titan Industries), Sandeep Tarkas (President, Customer Services, Future Group). Over 140 participants benefitted from this.

In Kochi, Bose Krishnamachari, internationally renowned artist was the guest of honour and the other speakers included Anirudh Deshmukh (President, Raymond Ltd), Ramesh Jude Thomas (Managing Director, Equitor Value Advisory Pvt Ltd) and Subhash Chandra (Managing Director, Sangeetha Mobiles). Nearly 80 participants attended.

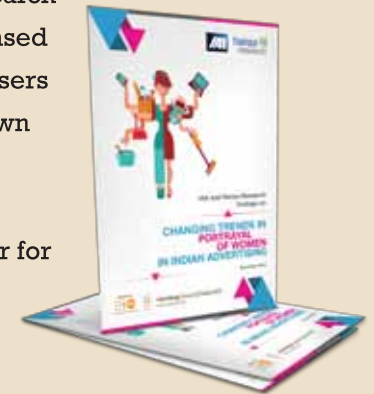
IAA SEMINAR ON PORTRAYAL OF WOMEN IN ADVERTISING

This Seminar was conducted in association with the United Nations Population Fund (UNFPA), well known NGO, Laadli, and the Advertising Council of India (ACI).

The Seminar was addressed by senior marketers and advertising leaders. These were Colvyn Harris (JWT, ACI), Dr A L Sharada (Laadli), Dr Sonya Mehta (Psychologist), Sanjay Tripathy (HDFC Life), Sam Balsara (Madison World, ASCI), Sonal Dabral (DDB Mudra), Geetu Verma (Hindustan Unilever), K V Sridhar (Sapient Nitro), Rajat Ray (UNFPA).

The last session saw an engaging discussion with actors Dia Mirza and Richa Chadda. A definitive research conducted by IAA-Hansa Research among senior marketers and agency professionals was released on this occasion. It predominantly showed that major advertisers and agencies are quite gender sensitive and women are shown with respect and in equal status with men in advertising.

Monica Tata and Vishakha Singh were the Chair and Co-chair for the Seminar.



IAA REAL ESTATE SEMINARS

There were three Seminars during the year. After the one in Mumbai in October, Tier II towns like Bhubaneswar and Hyderabad hosted the other two. All these knowledge seminars had the theme 'Let's Get Real'. It focused on the problems of the industry and possible solutions through marketing and communication strategies. The Mumbai Seminar was supported by Hiranandani, Friends for Life, Regency Group and Happy Home and had over 100 participants. The speakers included Lulu Raghavan (MD, Landor), Adrian Terron (VP Global Communications & Marketing, Neilsen), Josy Paul (Chairman & Chief Creative Officer, BBDO), Rabe Iyer (Managing Partner, Motivator, GroupM), Nitin Bawankule (Director, E-Com & Classicied, India, Google), Advitiya Sharma, (Co-Founder, Housing.com) and Ashutosh Gupta (Director, Marketing Solutions, India, Linked in).



The second Seminar was organized in Bhubaneswar which was supported by Sambad. "About 90% of people residing in Bhubaneswar come under the Rs.6 lakh annual income bracket and selling homes to this segment of customers should not be a problem," said Krishan Kumar, Vice Chairman, Bhubaneswar Development Authority (BDA). The other speakers included J S Augustine (Former Director, Terraform Realty), Sonal Seth (Luxury & Experimental Marketing Specialist), Tapan Mohanty (MD, Z Estates), Dr Subhasish Ray (Head Marketing & Strategy, XIM) and Pradeep Dwivedi (Dainik Bhaskar).

The third Seminar for the year was in Hyderabad and this was in association with the Sakshi Media Group. Close to 150 real estate participants were in attendance. The speakers included G Hari Babu (President, APREDA), G Anand Reddy (Co-Founder, PBEL-INCOR, Vice President, CREDAI), Pradeep Dwivedi (Chief Marketing & Corporate Sales Officer, DB Corp Ltd), P Dasharath Reddy (President, TREDAI, Hyderabad), Neeta Patel (Sri Naman Group) and Sonal Seth.



IAA SESSION ON INNOVATIVE MARKETING IN THE DIGITAL WORLD

IAA hosted a panel discussion entitled 'Innovative Marketing in the Digital World' at the Retail Technology Conclave 2015 organised by the Retailers Association of India (RAI) and Nasscom in Mumbai on 17th June 2015.

The session was moderated by Harish Nair (National Director – Digital Strategy, GroupM) and the participants included Nadeesh Ramachandran (Industry Head – Retail Vertical, Google India), Uma Talreja (CMO, Burger King India), Rathin Lahiri (CMO, Meru Cabs and MeruGenie Cabs) and Carlton D'Silva (CEO, Hungama Digital Services).



SPECIAL INITIATIVES

IAA FUTURE LEADERS INITIATIVE

IAA has for some time been focused on the young professionals as was evident from the activities pursued at the IAA Young Turks Forum and the associated Mentorship programme. The IAA Webinars also are primarily targeted at this young audience.

IAA believes that young talent needs to be identified and honoured – talent that have performed way beyond expectation and their call of duty. We therefore instituted IAA Future Leaders Awards to honour such under 30 professionals in the fields of marketing, media and agencies.

After calling for nominations, 2 winners were identified from Media and Agencies out of 70 names that came up. The winners were Saloni Thakker from Colors (Media category) and Krittika Chakraborty from Dentsu Creative Impact Pvt Ltd (Agency category).

DEFINITIVE STUDY ON CHANGING TRENDS IN PORTRAYAL OF WOMEN IN INDIAN ADVERTISING

As mentioned earlier this unique study based on in-depth interviews of senior marketing and agency personnel set at rest the view that Indian advertising was typifying the role of women. This research will add to the knowledge base of the country for a long time to come.



INDUSTRY NETWORKING AT IAA CABANA AT CANNES

Taking the opportunity of IAA Cabana in Cannes, IAA India hosted an evening for adlanders from India. A great opportunity to further introduce IAA to them and to build goodwill. Nearly 50 senior professionals took part in this networking event.



SUPPORTED EVENTS

ET BEST BRANDS 2014

The Economic Times Best Brand Summit celebrated the top brand of the country in October at Mumbai. IAA was asked to support the event and take part in the Book Release function on this study.

Eminent speakers from Bharti AXA General Insurance, LT Food, Adidas Group-India, Idea Cellular, Pfizer India, L'Oreal, Twitter, Johnson & Johnson Medical India, addressed the audience at the event.

Srinivasan Swamy (President, IAA) took the opportunity to explain the role and activities of the Chapter to the audience.

YANNICK BOLLORE, CHAIRMAN & CEO, HAVAS IN INDIA

Havas Media requested IAA to support an event where their global CEO Yannick Bollore attended. Vir Sanghvi was in conversation with Yannick in front of over 100 members from the industry.



CII MARKETING CONFERENCE

CII Pune Chapter requested IAA to support their Marketing Conference 2015 on the theme 'Digital Marketing vs Marketing in a Digital World'. Srinivasan Swamy (President, IAA) chaired a session there, where the panelists included Sunder Muthuraman (CEO APAC, Gain Theory), Partha Sinha (Managing Director, South Asia, Publicis) and Pratik Seal (Chief Marketing Officer, Housing.com). The discussion was on 'There is no such thing as digital marketing. There is only marketing in the Digital World.' The feedback on this panel discussion was quite positive.

FINANCE

You will be happy to note that there is a surplus of Rs.21,22,544 which will be utilised for activities and projects to be initiated by IAA in the future. This is less than the previous year because of the new Secretariat cost and payments made for IAA Silver Jubilee

Compendium and the Gandhi Book. The Fixed Deposit for the first time crossed Rs.1 Crore – to Rs.1,07,55,919.

The Committee wishes to acknowledge the support that IAA received from the Treasurer, Jaideep Gandhi

and the wonderful team from Jaya Advertising, more especially Ms Archana Pawar.

For your closer examination, the Balance Sheet and Profit and Loss statement for the year 2014-15 is provided with this Report.

INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION			
Balance Sheet as at 31st March 2015			
	Note	As at 31st March 15	As at 31st March 14
I EQUITY AND LIABILITIES			
Reserves and Surplus	2	13,887,245	11,764,701
Current Liabilities			
(b) Trade Payables	3	4,171,625	243,721
(c) Other Current Liabilities	4	1,025,754	445,313
		<u>5,197,379</u>	<u>689,034</u>
Total		<u>19,084,624</u>	<u>12,453,735</u>
II ASSETS			
Non-current Assets			
Long-term Loans and Advances	5	970,034	834,186
		<u>970,034</u>	<u>834,186</u>
Current Assets			
(a) Inventories	6	4,100	4,400
(b) Trade Receivables	7	5,353,027	1,064,867
(c) Cash and Bank Balances	8	12,234,693	10,103,171
(d) Short term Loans and Advances	9	429,708	235,361
(e) Other Current Assets	10	93,062	411,750
		<u>18,114,590</u>	<u>11,819,549</u>
Total		<u>19,084,624</u>	<u>12,453,735</u>
III Notes forming part of financial statements	1-16		

As per our report of even date attached
For Lalit Khanna & Co
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai
19 AUG 2015

For and on behalf of the Managing Committee

President
Hon. Secretary
Hon. Treasurer

INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION			
Statement of Income and Expenditure for the year ended 31st March 2015			
	Note	Year ended 31st March 2015	Year ended 31st March 2014
I Revenue from Operations			
II Other Income			
Total Revenue		<u>5,590,985</u>	<u>7,144,662</u>
III Expenses			
(a) Changes in stock of publication of 'Showcase of Indian Advertising'	13	300	3,500
(b) Operation and other expenses	14	3,468,141	4,265,485
Total Expenses		<u>3,468,441</u>	<u>4,268,985</u>
IV Surplus for the year		<u>2,122,544</u>	<u>2,875,677</u>
V Notes forming part of financial statements	1-16		

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai
19 AUG 2015

For and on behalf of the Managing Committee

President
Hon. Secretary
Hon. Treasurer

ACKNOWLEDGEMENTS

Your Managing Committee, as you would have noticed, has done well during the year. This would not have been possible but for the consistent support given by many of the members of the Committee. I would fail in my duty if I don't acknowledge the tireless contribution made by Ramesh Narayan in many of the activities of the Association. Members who have been generous with their support include Monica Tata, Neeraj Roy, Manish Advani, Pradeep Dwivedi, Janak Sarda, Abhishek Karnani, Vishakha Singh, C V L Srinivas and Bhaskar Das.

IAA has always been indebted to some of the Past Presidents of the Committee who not only support various events but provide wise counsel and leadership at all times. These wonderful people are Pradeep Guha, Sam Balsara, Kaushik Roy and Raj Nayak.

I wish to further acknowledge the contribution of Roger Pereira, Mukul Upadhyaya and Pheroza Bilimoria, Past Presidents who have provided unstinted support and material in getting IAA's Silver Jubilee Compendium written up.

I wish to thank all the members and friends who have attended many of our events and activities during the year. IAA looks forward to their continued support and cooperation

Our Auditor, Mr Lalit Khanna has been a great support and I thank him for his professional guidance and timely services.

My life would have been more difficult had it not been for active support from my Personal Assistant Latha. She takes a lot of load off my back and serves as a great bridge between IAA Committee, IAA members and me. I am happy she was recognized along with Archana for their contribution by a 'Certificate of Appreciation' during our Silver Jubilee. My colleagues at R K SWAMY BBDO particularly Natasha, Rajendra Munje, Meenakshi Ghatti, Gangan Arumugam, Gregory Titus, Parthasarathy, Ajay, Sivaprakasam, helped IAA in the various creative material that were needed for our various initiatives. They deserve special mention and thanks.

And lastly, our Executive Secretary, Soumen Santara, though in his early days at IAA, is anchoring well and will turn out to be an asset to IAA. I look forward to a long innings from him at IAA.

Srinivasan K Swamy
President – 2014-15

IAA INSPIRE AWARDS



Srinivasan K Swamy, Chairman & Managing Director, R K SWAMY BBDO and Ramesh Narayan, Founder, Canco Advertising receiving the prestigious World Champion Award at the inaugural 'Inspire Awards' of the IAA Global at London in May 2015.



Inspiring Excellence
in Communications
WorldwideSM

India Chapter of International Advertising Association
Regd. Office: 9 Elphinstone House,
17 Murzban Road, Mumbai 400 001
Email: iaaindiachapter@gmail.com