

LUNGI DANCE IN KOCHI



Actor Shahrukh Khan shakes a leg to the song, *Lungi Dance*, along with Cindy Gallop, founder of MakeloveNot Porn from USA and Monica Tata, secretary, International Advertising Association, India chapter, during the inaugural function of IAA silver jubilee summit at Kochi on Thursday.

—ARUNCHANDRA BOSE

BRAINSTORMING | On the second day of IAA India Silver Jubilee Summit, ad gurus spoke on several topics including need for new world order business model

'Many Indian cos have potential to become unicorns'

P Karunya Rao

Kochi: If Day 1 of the International Advertising Association India's Silver Jubilee Summit was star-studded with Shah Rukh Khan in attendance, Day 2 was packed with sessions offering knowledge and perspectives.

First up was Cindy Gallop, founder and former chair of BBH, USA and founder of the MakeLoveNotPorn, New York who touched upon a variety of topics ranging from the need for a new world order business model, the significance of empowering women in the advertising industry and the need to be able to differentiate sex from porn.

This was followed by author and consultant Paul McCarthy's address on 'The New Renaissance: Global Talent in The Age of Online Gravity'.

McCarthy discussed the issue of talent and what makes gravity



Srinivasan Swamy and Raj Nayak (L), Faris Abouhamad and Pradeep Guha (extreme R) with: Sanjiv Puri, Cindy Gallop, Paul McCarthy and Simon Kemp.

giants successful. Division and reunification of labour was what he focused on as he spoke about old versus new school talent/skills.

Talking about online gravity, he moved on to talk about how digitisation is rapidly growing in India citing Prime Minister Narendra Modi's example and how he's applied the strategy of what is called digital leadership.

McCarthy said that India is full of growing number of unicorns (\$1 billion worth firms), companies which have the potential of becoming gravity giants, citing examples of Zomato and Flipkart. Next up were Simon Kemp, regional managing director, We Are Social from Singapore, the Madrid, Spain-based Fernando Ortiz-Ehmann, senior strategist, Saffron Brand Con-

sultants, Sanjiv Puri, president - FMCG, ITC Ltd, Parminder Singh, MD, Twitter (South East Asia/India/MENA), who spoke on disruption with specific reference to their own fields and the media.

While Puri talked about how ITC became a global company, Singh highlighted the effectiveness of real-time conversations on Twitter with examples like J&K flood and football matches.

Puri also spoke at length about how an Indian brand as theirs understood the equity of tradition and went on to become such a successful conglomerate.

The last leg of the second day of the IAA Silver Jubilee Summit saw sessions from Xaxis APAC CEO Michel de Rijk and Sequoia Capital MD Abhay Pandey. What followed the day full of knowledge and trendwatching was a celebration which saw presentation of awards.

Shared values + shared action = shared profit

Kochi: For Cindy Gallop, founder and former Chair of BBH, USA and founder of MakeLoveNotPorn, New York, it is very important to bring about a change in the core dynamics of the place you work at. In her session 'Make Your Own Change: Designing The Future You Want', she highlighted the model she follows at work and asked fellow industry persons to follow it which is based on identifying what you love doing and the conditions under which you particularly love doing the work.

She also spoke about doing good and making money simultaneously, not separately. She shared a case study on Oreo cookies about their 'you can dunk in

the dark' campaign which was achieved by putting in complete faith in their agency. She said that trust and values should be of prime importance for any agency to grow and succeed. Shared values + shared action = shared profit (financial and social) was her mantra, which she shared with the audience as she strongly believes as a powerful strategy for the new world business model. She said, "Today's marketing is about co-creation, tomorrow's marketing about co-action".

She also talked about what led to the creation of MakeLoveNotPorn. She wanted to create a medium that talks about what everyone knows and no one talks about.

SRK Wows IAA Summit, Belts out Popular Number



Actor Shah Rukh Khan kissing the hand of a fan who came on to the stage after relentless requests | RATESH SUNDARAM

Express News Service

Kochi: Bollywood superstar Shah Rukh Khan on Thursday hummed the lyrics of 'Phir bhi dil he Hindustani' from the film, which also bears the same name, as he enthralled a packed audience at Le Meridien Hotel here during the inauguration of the silver jubilee celebrations of International Advertising Agency's (IAA) India Chapter.

During his address he apologised to the audience for delivering a speech, which had been made several times before. Nonetheless, SRK hastened to add that a few changes had in-

deed been made to the text.

"Please don't think that I am lazy and have run out of creative juices. I am delivering a speech which I had made several times before. But I can assure you that it comes with changes here and there. The reason is that the place from which I am coming is not at all friendly for creativity," said SRK.

The superstar had, in fact, come down all the way from Iceland, which is the locale for his new film with actress Kajol.

The speech that he delivered touched upon all the products for which he is the brand ambassador. He also lauded the organisers for se-

lecting the theme of 'what's coming next?' as it will prepare for the future endeavours.

"The time (when) I entered the advertising world there were many who reminded me that the decision would prove a liability. But at the time I had nothing to lose as I was not all that rich. I jumped into it when the opportunity came," said SRK.

After the address the actor took a few questions from the audience. He also gyrated to the tune of 'lungi dance' from 'Chennai Express'. The event which will conclude on Saturday will be attended by cricket legend Sachin Tendulkar.



'DHOOTI' DANCE

Shah Rukh Khan performs during the inaugural of the silver jubilee meet of the India Chapter of International Advertising Association at Le Meridien in Kochi on Thursday | RATHEESH SUNDARAM

➡ FULL COVERAGE: P2

Master Blaster to Buy Villa in City

Express News Service

Kochi: Cricket legend Sachin Tendulkar is buying a luxury waterfront villa in the scenic backwater area of Kochi.

Tendulkar, who is coming to attend the silver jubilee summit of the Indian chapter of the International Advertising Association (IAA) which here began on Thursday, will visit the shortlisted villa developed by high-end residential developer Prime Meridian on Saturday.

An official said that Sachin has more or less confirmed the purchase, which would also be announced on Saturday.

The official said there are 15 villas in the 'Blue Waters Villa', located in Panangad. "All the villas are sold out," the official said.

The master blaster, who co-owns Kerala Blasters football team, has a huge fan following in the state,



and the villa may be used by the cricketing icon during his stay in the city during the ISL football matches hosted in Kochi.

The price range of 'Blue Waters Villas' starts from Rs 3.4 crore, according to real estate dealers. Blue Waters is an Integrated Township offering exclusive Waterfront Luxury Duplex Apartments and Premium Villas which are fully furnished.

Reportedly, the luxury villa has two swimming pools - one in the rooftop of the apartment and second an infinity pool in the waterfront of the project.

The only way to attract women, according to Shah Rukh Khan, is to be gentle, be courteous and be extremely respectful

SRK WINS HEARTS AGAIN

ANJANA GEORGE

DECCAN CHRONICLE

"Over 25 years, I realise that I became a huge star on the back of women. I have not really been such a great actor; I have never been a wonderful performer as the ladies I have worked with"

Shah Rukh Khan, who visited Kochi recently to be part of the silver jubilee celebrations of the India chapter of the International Advertising Association, yet again proved why he was the most-sought after star. Talking about the need on empowering women, the actor said that he believed that he had quiet a good understanding of women. "I love the way they befriend, the sacrifices they make and the stuff they can do, everything with a smile," he said. "And over 25 years, I realise that I became a huge star on the back of women. I have not really been such a great actor; I have never been a wonderful performer as the ladies I have worked with. I have immense respect for what the girls do and the way they do it." He also emphasised on the need of teaching boys how to respect and care for the women around them.

That was when Karunya, a young fan of Shah Rukh from Delhi, requested him to do a romantic gig or a dance number for the audience. SRK happily obliged and even called her up on stage, saying, "I love you K...k...k...Karunya".

Vipin Rolland, a psychologist from Kochi, asked him to reveal his secret of being attractive to women and the hero said there was no psychology behind it but only a single mantra. "Be gentle with a lady, be courteous to her and be extremely respectful to them. It may be old fashioned. Please remember all your life that there is no conquering a woman, there is only having a partner in woman," said the superstar.



Mad Men Summit

BY all accounts the IAA Silver Jubilee summit held last week in Kochi was a sparkling affair. Befitting of the country's leading advertising organizations, the Indian version of Mad Men, led by **Pradeep Guha**, chairman of the Jubilee celebrations managed to rope in no less than **Sachin Tendulkar**, **SRK**, **Mammooty** and **Sadhguru Jaggi Vasudev** to attend the celebrations. "It was one of the best events I have been involved in, in terms of content quality of speakers and events planned," said Guha, a veteran of many a summit. And yes, he got to fly down in the private jet with SRK!



Pradeep Guha with Shah Rukh Khan and Sachin Tendulkar

Different strokes

SACHIN Tendulkar is going south and pastoral. We hear he will be in Coimbatore to be part of Gramotsav on Friday. This is a sports competition among villages, organised by the Isha Foundation, run by popular yoga guru Sadhguru Jaggi Vasudev's Isha Ashram. Next day, he will be in Kochi for a function where he will be felicitated by the International Advertising Association commemorating the silver jubilee celebrations of its Indian chapter. The chapter has declared Tendulkar as the brand icon of the quarter. Among those with whom he will be interacting are big ad gurus of the country – Sam Balsara and Prasoon Joshi. He will share his experience in advertising and endorsements with the gathering. With events and openings, the little master has a new career as an orator.



Talking sex by the shores of God's Own Country

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Kochi: "My name is Cindy and I date younger men who are in their twenties. When I have sex with younger men, I encounter very directly and personally the real ramifications of hardcore pornography in our culture," said Cindy Gallop, the 55-year-old former chairman of the advertising agency Bartle Bogle Hegarty (BBH) who left the corporate world in 2005 and currently works as a consultant, public speaker, and founder and CEO of MakeLoveNotPorn.com and IfWeRanTheWorld.com who conducted a session at the IAA meet in Kochi on Friday.



"There is an entire generation growing up that believes that what you see in hardcore pornography is the way that you have sex. We aren't anti-porn. We're pro-porn, pro-sex and we know the difference. Unlike porn, 'real world sex'



Cindy Gallop

can be messy, it can be clumsy and even comical at times, but it is beautiful," she said.

In her session on Friday, Cindy proposed the idea of 'MakeIndianLoveNotPorn.com' much to the surprise of the delegates at the event. "I know there's a lot of fear of what other people think in India and that should change. You teach your kids to be good, kind and respectful, but who's going to teach them to behave in bed? Don't wait for the change, make the change," she said at the end of her session to roaring applause from the audience.

Make Love Not Porn, a phrase introduced in at the 2009 TED Talk where Cindy

launched her website for the first time, lists the myths of hardcore porn and balances them with the reality. In 2012, Gallop launched an accompanying video-sharing website, MakeLoveNotPorn.tv, aimed at making 'real world sex socially acceptable and shareable'. Contributors pay \$5 to post a video of themselves having sex, and get paid 50% of the revenue which is made as users shell out \$5 to watch a video.

The website has over 19,000 users and according to Cindy, a great deal of its traffic comes from India. "I've even received an email from a 17-year-old Indian boy asking me very simply - What is sex?"

"The issue I'm tackling is not porn. It's the complete lack of open, healthy dialogue around porn and sex and I really feel that India needs to have a dialogue on what your sexual values are, and to rediscover its sexual identity. Since when did sex become a taboo? Are these traditional Indian values or was it something that was adopted along the way, they're valid questions for a country that gave the world the Kamasutra."

An evening with Badshah

Special Correspondent

KOCHI: That he was the wholesaler of *filmi* fantasy was something lost on Kochiites on Thursday, as the Peter Pan of Bollywood walked right into their midst, rustling up a dreamy potboiler before vanishing in a blink.

Shah Rukh Khan, the sprightly Badshah of Hindi cinema, showed why he's every bit the scorcher that he's been on screen. He was for real, as he tugged at their faint heartstrings with his boyish charm, instantaneous sense of humour, gift of the gab and unblemished honesty.

Girls swooned over their effervescent heartthrob; boys yearned to chat up their icon; professionals urged him to lift the lid off the secret to his vocational longevity; young men seeking reflected glory hankered after his 'lady-killing' skills.

Truth to tell, SRK, the chief guest, did not disappoint anyone among the thousands gathered at the inaugural of the silver jubilee summit of the India chapter of International Advertising Association.

The 'Badshah of brands', as he was introduced by summit chairman and pal Pradeep Guha, lived up to his fame.

Taking to the stage after an illuminating presentation by senior bureaucrat Amitabh Kant on the India tourism growth story, SRK broke into crooning 'Phir phi dil hai Hindustani....'

An imaginary day in his life placed in a spatiotemporal jumble — pooling together the products he's endorsed — was summoned up in an old speech of his ostensibly penned by Mr. Guha for an old Ad Asia conference. "However, I'm here to thank you for what I learnt from you, not what I earned from you," he said, as the delirious crowd cheered on.

SRK spoke of himself, of his rise from an upstart's foolhardy indiscretion in selection of projects to extreme self-consciousness stemming from 'scary stature'.

He's now come to learn that today's is a horizontal world, and that he needs to



Actor Shah Rukh Khan shakes a leg with delegates of the IAA Silver Jubilee Summit in Kochi on Thursday. — PHOTO: THULASI KAKKAT

'do things disruptively' to be more equal in an equal world.

"I'm not the right role model, I don't even get to sleep for more than four hours a day; but I have never done anything that I did not believe in," was how he responded to a young man.

Karunya, a Delhi girl, was swept off her feet when SRK obliged her, brought her on stage and rattled off an old dialogue: *Teri aankhon ki namkeen mastiyan....*

"Women should not aspire to be equal to men. They are already more equal," he said, bequeathing his success to the women in his life — mother, wife and actresses he worked with.

"We should tell our boys how to respect, love and care for women."

How does he have his way with women?

"There's no conquering a woman, it's only by being partners that you hit the right note.... You should be gentle, extremely respectful and courteous to a lady," he disclosed the way to a woman's heart.

The dream was short-lived. It was back into the morass of daily grind for the audience, as SRK left, quickly wrapping up an impromptu 'lungi dance' with IAA global president Faris Abouhamad, entrepreneur Cindy Gallop and others.

Tendulkar to buy luxury villa in Kochi

KOCHI: Cricket icon Sachin Tendulkar plans to own a luxury waterfront villa in the State.

The master blaster, who co-owns a soccer team called Kerala Blasters, has short-listed one of the villas being developed on the bank of a scenic backwater area in Kochi, sources said.

"Tendulkar has shortlisted a villa in Panangad in the city. He will be visiting the place to see the 'Blue Waters Villa' on Saturday," an official at the private developer Prime Meridian said.

He, however, refused to say whether the Rajya Sabha MP has already booked the villa.

Speaking about the features of the villa, the official said in addition to the water body in all the villas, there are two swimming pools — one in the rooftop of the apartment and second an infinity pool in the waterfront of the project.

Security arrangements

A high resolution CCTV camera inside the project with recording to be viewed from the security cabin, video phone to communicate with visitors and 24 hour manned security with inter-



Sachin Tendulkar has shortlisted a villa at Panangad in the city. He will be visiting the villa on Saturday.

com facility to communicate with each villa were some of the features, he added.

Tendulkar will arrive here tomorrow night to attend the final day of three-day summit being organised by International Advertising Association (India chapter) as part of its silver jubilee celebrations.

The former cricketer will share his experiences as brand custodian in the summit.

'Tweets Helped Save Many Lives'

Express News Service

Kochi: *"Hi Parry anyone in twitter coordinating flood relief in Kashmir? I have 5 volunteers on stand for working. Gd to GT then work."*

This was the tweet received by Parminder Singh, Managing Director, Twitter (South-East Asia, India, MENA) on September 2014 around 10.36 pm, offering voluntary work for the flood hit Kashmir.

Immediately after receiving the tweet Parminder, who is also known as Parry, started tweeting to coordinate the relief activity using the hash tag

#Kashmireloodrelief.

Within hours the tweet went viral and crores of people started using the hash tag. Help started pouring from different parts of the country. Even

a website jklloodrelief.org was launched by the twitter users to help the stranded people and to coordinate relief activities. A one-year-old child was rescued immediately after a person tweeted about the infant on twitter. Though the tweet had mere 140 words, it became a platform for humanitarian activities.

"Yes, within ten days we could get 12,000 rescue leads and 30 corporates to participate in the rescue and relief activities. We could also gather tonnes of relief material using the twitter campaign," says Parry, narrating the role played by twitter during Kashmir floods. He was speaking at the three-day long Silver Jubilee Summit of IAA at Le Meridian hotel on Friday. The talk presented by Parminder on 'Technology as an aggregator or disrupter' held the audience spellbound. His talk mainly zeroed in on three aspects- Algorithms, Communities and Engagement-and how they connect in the digital world.

"There is trust between these three in the business world, since no one can avoid algorithms, communities and their engagement with people. In twitter too these are connected. Because by tweeting the emotion is passed on to someone and it is being shared," he said.

When asked about why the number of words on twitter is restricted to 140, he said though the word count is less, it has 65 data elements and meaning too.

Unique Summit for Students

Kochi: The ongoing IAA Silver Jubilee Summit at Le Meridian hotel has brought together many well known personalities on a single stage. CEOs, Managing Directors and others holding equally important posts in several globally acclaimed companies expressed their innovative thoughts at the summit.

Their talks on their companies and how they become a well known global brand, such as the twitter, provided motivation to over 500 students who attended the event.

"The sessions at the summit helped us to understand more about the importance of advertisement and its impact on market," said Julin, an MBA graduate who attended the summit. EN

Parminder Singh

'Indian Branded Products Lack Global Presence'

Express News Service

Kochi: India has a long way to travel to make inroads in the global market of branded products. The Indian companies bring out products that are restricted to the native market. This has to change for India to become a global player in the branded product platform. This was the synop of the talk given by Sanjiv Puri, president of FMCG, ITC Ltd here

on Friday. On comparing the market presence of the branded products of other countries, India stands much below average since it has only few globally acclaimed brands, said Sanjiv Puri.

"In the global market, India's position is much below average. Here the reach of the products are limited to state or national-level. So on competing with other countries in global market, India gets placed on the bench.

Strong commitment from leadership and more investment in the field of research and development will help India to achieve a global position in

branded products," he said.

Sanjiv Puri was speaking on the subject 'Creating World Class Indian Brands' at Ernakulam Le Meridian hotel as a part of the Silver Jubilee Summit of IAA.

On comparing the market presence of the branded products of other countries, India stands much below average since it has only few globally acclaimed brands, says Sanjiv Puri, president of FMCG, ITC Ltd

"No products can be created in a fortnight. Superior skills are also needed to build certain things," he added.

He also added that government's 'Make in India' movement is a good platform to launch our products in the global market. "Though we manufacture many products, lack of government backing prevents their launch globally," he said.

He also asserted that a mega brand would never get a second chance to prove itself in the market.

"Quality of a product should be give utmost importance.

A part of the investment should be diverted towards ensuring the quality of the product. If such steps are initiated the sustainability of the brand in the market can be ensured," he added.

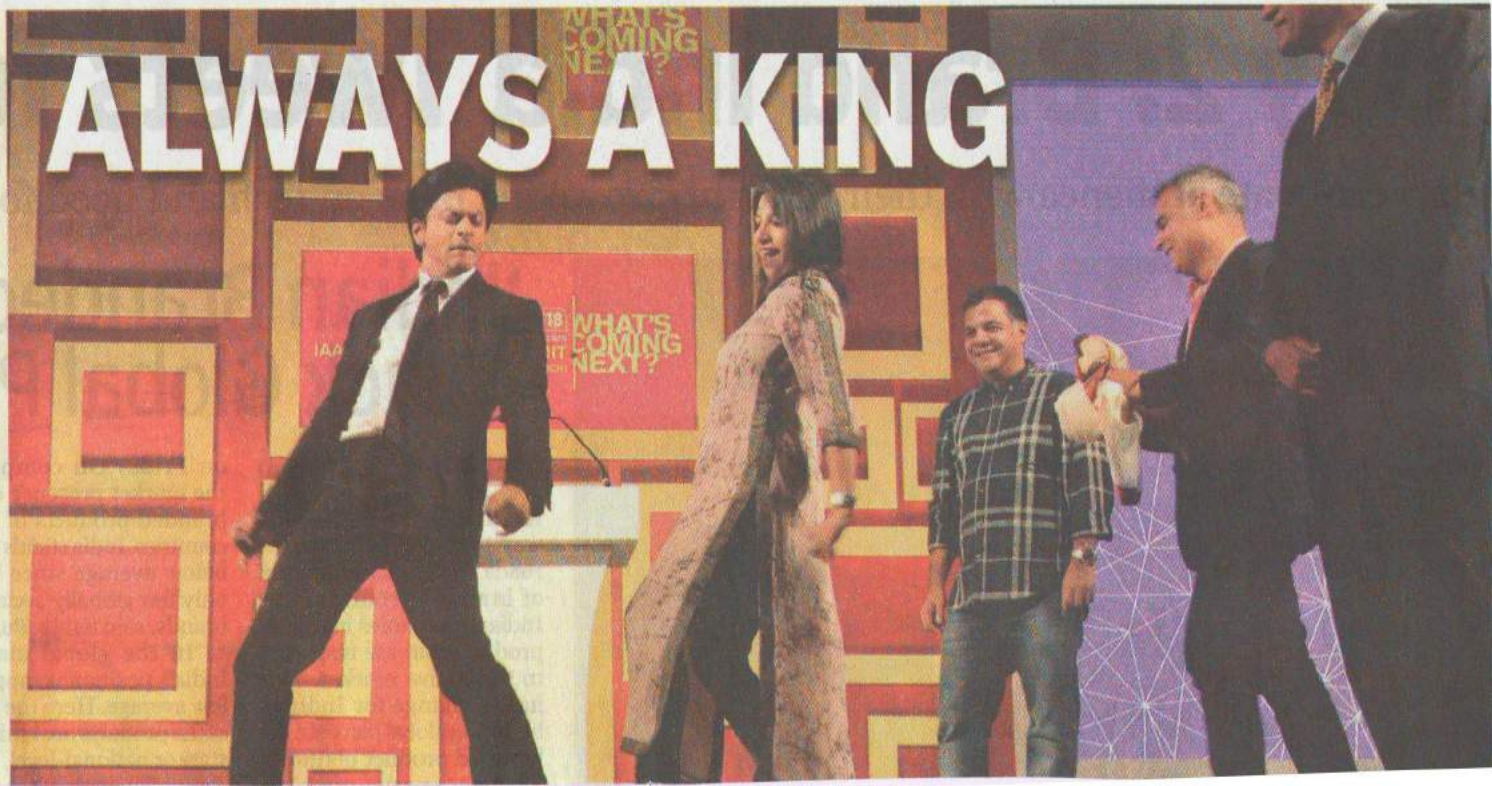
The delegates at the IAA Silver Jubilee summit at Le Meridian hotel on Friday | Ratheesh Sundaram



Sanjiv Puri

ALWAYS A KING

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by Dileep V Kumar

Karunya had all the right to be on cloud nine, as she got what others had only dreamt of. She was able to share the stage with the 'king' of Bollywood, Shah Rukh Khan.

The Delhi-based girl, who arrived in Kochi to attend the silver jubilee celebrations of the International Advertising Association India Chapter, had tried all the tricks to get the attention of the star.

In desperation she walked down from the seating area, arranged for delegates, borrowed a microphone from the security guard, and requested Khan to perform a romantic piece, only to be followed by another request, "Shah Rukh, can I join you there?" King Khan immediately invited her to the stage, planted a kiss on her hand, before bidding her goodbye, as he crooned the beginning lines of 'Jab Tak Hai Jaan'.

It was enough for the girl to cherish the moment for a lifetime. And for others, it was a time of jealousy and anguish.



I don't have any tips for boys to lure women. But the mantra is be gentle, courteous and respectful to a lady

The venue, Le Meridien Kochi, had become a security fortress, while the hall itself was cordoned off to prevent any intrusion by fans.

The hype was such that even an

inspiring speech by Amitabh Kant, Secretary, Industrial Policy and Promotion, Government of India, seemed disappointing, although it was a well-articulated one. Ending the speculation, Shah Rukh

entered the arena, amidst thunderous applause and whistles, while the music from the film, 'Don: The Chase Begins' played in the background.

During his speech, which often bought a guffaw from the audience, thanks to the humorous asides, Khan highlighted that public figures also had the right to have private spaces. But he added that he never longed for it. "If I get it I am thrilled," he said. "If I don't, then I am okay, too."

While responding to a question from the audience, Shah Rukh let the cat out of the bag, on what makes him attracted to women and vice versa.

"I have always been surrounded by women: mother, sister, daughter, wife and wonderful actresses," he said. "To me, a woman asking for equality is on the wrong side, as they are more equal than men. I don't have any psychology for you (boys) to lure women. But the mantra is: be gentle, courteous, and extremely respectful to a lady. And treat her like a partner. It may sound old-fashioned, but it will win hearts." In response to a

question on being a role model, Khan said, "I am not a teacher. And I am not someone to be inspired about. For youngsters I have this to say: just do what you feel like and be honest. There is no point in denying that I have been fortunate enough to reach where I am now."

He also said that there is a pressure on public figures to hold back their opinions on controversial subjects fearing a backlash. "Many times they have been misquoted. I believe that at some point, they should have the right to speak out like that of an ordinary guy. But during a time of turbulence I follow the simple logic of keeping my mouth shut, even though I have an opinion."

Like that of his entry, which was unexpected, his retreat was also sudden. The audience, who were under the spell of the 'dream boy' for 45 minutes, were roused from the same only to learn that their 'Baadshah' had gone.

They might have been reminded of the dialogue from the film 'Don': "Don Ko Pakadna Mushkil Hi Nahi Namumkin Hai."