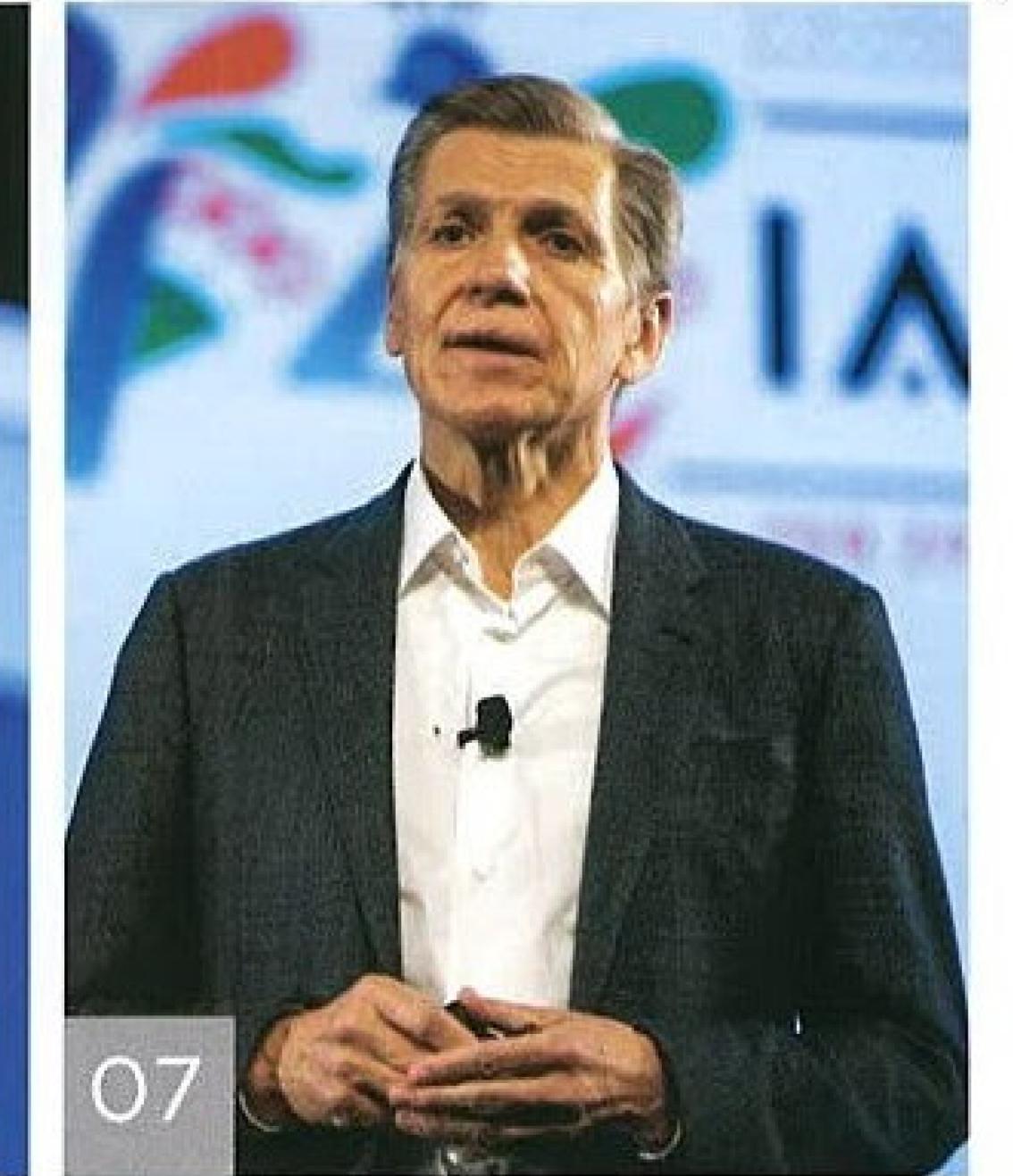






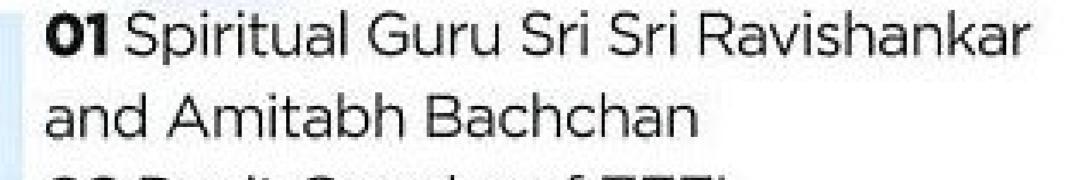
The 44th edition of the IAA World Congress was held for the first time in India at Kochi amidst much fanfare and aplomb with celebrities like Amitabh Bachchan, Deepika Padukone and Andre Agassi gracing the occasion. The three-day event saw more than 40 speakers, including communication professionals from over 25 different countries, share their wisdom on the future of advertising and marketing to a packed house, while focusing on the theme 'Brand Dharma'











02 Punit Goenka of ZEEL

03 Congress MP Shashi Tharoor

04 Piyush Pandey of Ogilvy

05 Aroon Purie of India Today Group with Sir Martin Sorrell of S4 Capital

06 D Shivakumar of Aditya Birla

07 Marc Pritchard of Procter & Gamble

08 Shreyams Kumar of Mathrubhumi with Srinivasan Swamy of RK Swamy Hansa Group, Yusuf Ali MA of EMKE LuLu Group and Rahul Welde of

09 Shashi Sinha of IPG Mediabrands













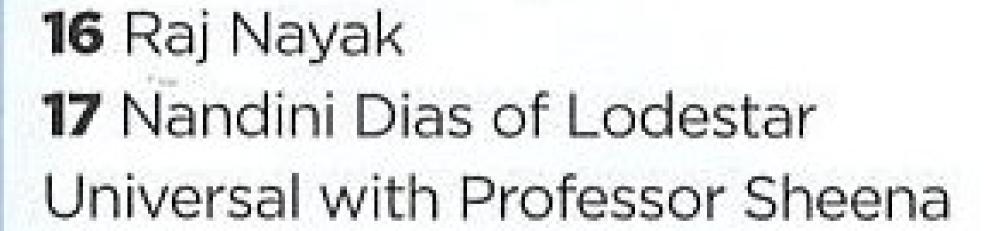










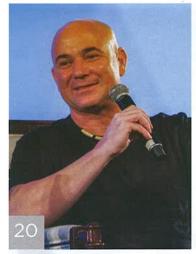


18 Ramesh Narayan of Canco Advertising with Jacques Seguela of Havas Media

19 Neeraj Roy of Hungama Digital and Mark D'Arcy of Facebook













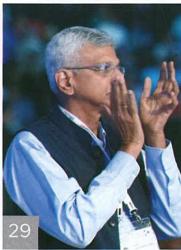












- 20 Tennis player Andre Agassi
- **21** Suresh Balakrishna of The Hindu Group and Pradeep Guha of 9X Media
- 22 Punit Misra of ZEEL with ICC Chairman Paul Polman
- 23 Kaushik Roy of Reliance Industries
- 24 I Venkat of Eenadu Group
- 25 Rohit Ohri of FCB India with Rumman Chowdhury of Accenture
- 26 Anupriya Acharya of Publicis Media
- 27 Megha Tata of BTVI
- 28 Janak Sarda of Deshdoot Media
- 29 Ambi Parameswaran of Brand Building.com