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**IAA Leadership awards presents Piyush Pandey, Ogilvy with the IAA Creative Agency Leader of the Year and inducts Kaushik Roy into the IAA Hall of Fame.**

26th July 2019: The International Advertising Association’s (IAA) India Chapter announced the winners for the seventh edition of the coveted Leadership Awards at St Regis Hotel, Mumbai. ZEE was the presenting partner for the event.

Punit Goenka, President, IAA India, MD & CEO, ZEE Entertainment Enterprises Ltd. said “The IAA India Chapter has been working relentlessly to enhance the stature of our marquee properties to enrich them with engaging and thought provoking conversations, and celebrate the commendable work being done by leaders across sectors. The 7th edition of the IAA Leadership Awards was one such exceptional evening that celebrated and applauded true leaders who have positively contributed to the economy, changed the landscape of the M&E industry and created global brands. The support received from the guests present at the event reinforces our commitment to keep working towards creating initiatives that benefit the M&E industry.”

#### Dr. Bhaskar Das, Group President, Republic TV, Co-Chairperson of IAA Leadership Awards said “ **IAA Leadership Awards**is a humble attempt to honour industry doyens in the fields of Marketing, Advertising and Media, who have made enormous professional contributions and delivered business success to their companies. Because only we know the challenges, the hardships, the dilemma of ethics, the sacrifices and the tough decisions that go into making a leader - to stand tall, to stand true.”

A panel discussion moderated by CVL Srinivas, Country Manager-WPP India, on “Platform is critical. Content be dammed” with eminent panellists - CVL Srinivas, Country Manager-WPP India, Punit Misra, CEO- Domestic Broadcast Business, Zee Entertainment Enterprises Ltd., Sameer Nair, CEO-Applause Entertainment, Nandini Dias, CEO-Lodestar UM, and  [Pooja Jauhari, CEO –The Glitch touched upon how content, platform and the consumer are interlinked and how content and platform is a function of time and how data driven insights are helpful in generating timely content.](https://www.exchange4media.com/digital-news/we-are-a-modern-partner-to-ambitious-brandspooja-jauhariceothe-glitch-91420.html)

Srinivasan Swamy, Chairman and World President IAA emphasized the IAA global priority being one- to grow IAA, get more membership. He said “We can now trace the progress of Chapters geographically”. The second being to promote education across.

The IAA Media Agency Leader of the Year was presented to Prasanth Kumar, GroupM.
IAA TV Anchor of the Year to Rahul Kanwal , India Today Group ; IAA Media Person of the Year to Sanjay Gupta, Star India and IAA Media Game Changer of the Year to Virendra Gupta and Umang Bedi of Dailyhunt.

IAA India inducted **Kaushik Roy into theIAA Hall of Fame** for going beyond

the call of duty and having made a significant contribution to advertising, marketing and society.

## Thanking Kaushik Roy, President Brand Strategy & Marketing Communication, Reliance Industries Limited, said “It is a great honor that doesn’t come easy, especially from IAA that has been a global body for 80 years. One must keep the fire in the belly alive: To Grow - Stay Hungry”.

**About IAA**

The International Advertising Association is the world’s only globally-focused integrated advertising trade association with membership representing Advertisers, Advertising agencies and the Media. 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. lAA is 80 years’ old and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as it members.  IAA in India is seen as the most active chapter by IAA Global. IAA India is well-recognized 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.

For more information please visit [www.iaaindiachapter.org](http://www.iaaindiachapter.org)