

Advertising Club honours veterans, professionals

At golden jubilee celebrations

Staff Reporter

CHENNAI: Curtains came down on Advertising Club Madras' golden jubilee celebrations on Sunday with the Club honouring professionals, past presidents and releasing a commemoration volume tracing the history of advertising in South India.

Mementos were presented to 14 past presidents of the Club as well as various advertising professionals who contributed to the growth of the industry.

The professionals included S. Gopalan, director, Adwave Advertising Private Ltd; R. Seshadri, managing director, Visesh Advertising; V.S. Padmanabhan, former managing director, Marketing Consulting & Agencies Ltd; R. Neelamegham, CEO, Akshara Advertising; Bunty Peerbhoy, chairman, MAA Group; Jacob Mathew, executive editor, Malayala Manorama; I. Venkat, director of advertising, Eenadu Group; K.N. Shanth Kumar, director, The Printers (Mysore) Private Ltd; R. Swaminathan, managing director, Sasi Advertising Private Ltd; P. Jayendra, director, JS Films and Real Image Media Technologies; Ramanujam Sridhar, CEO, Integrated Brand Comm; Krishna Mohan, national head, training & development, Ogilvy & Mather; and S. Krishna, CEO, Pertinax Advertising Consultants.

● Mementos presented to 14 past presidents of the club

● Club congratulated for honouring "unsung heroes"

N. Murali, managing director, *The Hindu*, received a memento on behalf of *The Hindu* group of publications, which was honoured for its active and sustained support to the Ad Club.

S.R. Ayer, former managing director of Ogilvy & Mather and chief guest, said the final day of the golden jubilee celebrations reminded him of the late R.K Swami, who "promoted the concept of advertising" way back in the 1960's with vigour and energy.

He congratulated the Ad Club for honouring the "unsung heroes".

Advertising evolution

R.V Rajan, chairman of the golden jubilee celebrations committee, said the golden jubilee celebration volume would serve as a reference book for those interested in not just the history of the Ad Club but the evolution of advertising in South India as well.

Mr. Murali received the first copy of the volume released on the occasion by Srinivasan K. Swamy, managing director, R.K Swamy BBDO.