

The Indian Society of Advertisers (ISA) elects Sunil Kataria as the Chairman



The newly elected Executive Council of the Indian Society of Advertisers (ISA) met on September 18, 2019. **Mr. Sunil Kataria**, Chief Executive Officer, India and SAARC, Godrej Consumer Products Limited, **was elected Chairman of the ISA.**

Sunil has led the Society over the past three years to newer heights drawing support from his colleagues in the Executive Council, the ISA members and all fraternity entities.

On his election for fourth consecutive term as the Chairman of the ISA, Sunil said "In our journey towards creating further value proposition for the ISA in the industry, the focus will be to make this unique body future-ready. We will work to support the advertisers in navigating the fast-evolving digital environment. Our endeavour this year would be take forward our efforts in the arena of digital measurement. We profusely acknowledge the support by fraternity organizations and endeavour to take such collaboration to newer heights in the industry in ultimate benefit for the ISA members. I look forward to having continuous support of all members towards adding value from all relevant perspectives".

ISA is the only national body as a strong voice to advertisers over the last 66 years. It has advertiser members from across industries who approximately contribute to over two-thirds of the annual national non-governmental ad spends. ISA, which is a founder member of the World Federation of Advertisers (WFA) and one of the founders of ASCI, continues to partner with other industry bodies that connect to the advertisers. The ISA played a significant role in formation of BARC and is closely partnering with it towards advertisers getting robust and credible data.

The Executive Council members of the ISA thanked Sunil for his substantial contribution to the ISA as Chairman over past three years and expressed pleasure to elect him again for 2019-20.

Other members of the Executive Council are:

Mr. Atul Agrawal, Senior Vice President – Corporate Brand and Marketing, Tata Services Limited,
Mr. Abraham Mathew Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook (India) Limited
Mr. Narendra Ambwani, Director, Agro Tech Foods Limited
Mr. J. C. Chopra, Advisor, Anant Healthcare Technology Solutions (P) Ltd.
Mr. Ravi A. Desai, Director, Mass & Brand Marketing International, Amazon Seller Services Pvt. Ltd.
Mrs. Paulomi Dhawan, Strategic Adviser, Raymond Limited
Mr. Abhishek Desai, Director Marketing, Procter & Gamble Hygiene and Health Care Limited
Mr. Chandru Kalro, Managing Director, TTK Prestige Limited
Mr. Sandeep Kaul, Divisional Chief Executive – India Tobacco Division, ITC Limited
Mr. Sandeep Kohli, Executive Director – Beauty & Personal Care, Hindustan Unilever Limited
Mr. Bharat V. Patel, Independent Director, Aditya Birla Sun Life AMC Ltd.
Mr. Anil Viswanathan, Director Marketing Chocolate, India, Mondelez India Foods Pvt. Ltd.
Mr. Ramakrishnan Ramamurthi, Chief Executive, Polycab India Ltd.
Mr. Amit Tiwari, Vice President – Marketing, Havells India Ltd.
Mr. Subhadip Dutta Choudhury, Vice Chairman & CEO, Hawkins Cookers Limited
Mr. Shashwat Sharma, Chief Marketing Officer, Bharti Airtel Limited
Mr. Anuj Poddar, Executive Director, Bajaj Electricals Limited
Mr. Koshy George, Chief Marketing Officer, Marico Limited

About Sunil Kataria

Sunil Kataria is Chief Executive Officer, India and SAARC, Godrej Consumer Products Limited (GCPL) since 2015. A graduate in Economics from Delhi University, Sunil is also an MBA in Marketing from the Institute of Management Technology (IMT) Ghaziabad.

Sunil joined GCPL in 2011 to oversee the sales and marketing organisation for the India and SAARC businesses. Sunil has diverse work experience across the FMCG and Consumer services sectors in Sales, Marketing and business roles. He had a long and highly successful stint of 12 years at Marico Industries. Post this, Sunil also served as Business Head in two challenging service sectors: retail and telecom, leading large and complex business operations. Prior to joining the Godrej Group, Sunil was Chief Operating Officer at Idea Rajasthan Circle, where he headed business operations and was responsible for the P&L of the Rajasthan Circle.

Sunil had been recognised at a national level by being nominated for the "Marketer of the Year" 2014 award by the International Advertising Association (IAA) of India. He had also been shortlisted as one of the "Top 10 influential CMOs of India – 2015" at the Indian Marketing Awards anchored by the exchange4media group. Sunil works extensively across industry and is on the boards of IBHA, MMA and IAA. Sunil is a staunch believer and practitioner of the spirit of 'Possibility Thinking' and feels that this, coupled with a passion for flawless execution, is the biggest competitive advantage in today's world.
