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**Media Release:**

**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 14, 2016. **Mr. Sunil Kataria**, Business Head - India and SAARC, Godrej Consumer Products Limited, **was elected Chairman of the ISA.**

Sunil, as an active member of the Executive Council, has been lending robust support to the ISA while his colleagues from Marketing and Media have been active in different committees of the ISA. On his election as the Chairman of ISA, Sunil said "Our focus would be to further strengthen the industry partnerships that we have built over decades and deliver the desired benefit to the advertisers and other stake holders. I am confident that advertisers have promising times ahead. I look forward to working with industry partners and fraternity associations as a team and make this a credible, meaningful and business impacting eco system"

ISA is the only national body giving a voice to advertisers over the last 60 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 and members of the ISA thanked the outgoing Chairman Saugata Gupta for his substantial contribution to ISA. Saugata on his part re-assured the ISA of Marico's continuous support and participation.

**Other members of the Executive Council are:**

Mr. Atul Agrawal, Senior Vice President – Corporate Affairs, Group Corporate Communications, Tata Services Limited,  
Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited  
Mr. Abraham Mathew Alapatt, President & Group Head-Marketing, Service Quality, Financial Services & Innovation, Thomas Cook (India) Limited  
Mr. Narendra Ambwani, Director, Agro Tech Foods Limited  
Mr. Ajoy H. Chawla, Sr. Vice President, Chief Strategy Officer, Titan Company Limited  
Ms. Paulomi Dhawan, Advisor, Raymond Limited  
Ms. Sonali Dhawan, Brand Director, Procter & Gamble Hygiene and Health Care Limited  
Mr. Chandru Kalro, Managing Director, TTK Prestige Limited  
Mr. Sandeep Kataria, Director – Commercial, Vodafone India Limited  
Mr. Sandeep Kaul, Divisional Chief Executive – India Tobacco Division, ITC Limited  
Mr. Sandeep Kohli, Executive Director – Personal Care, Hindustan Unilever Limited  
Ms. Beena Koshy, Executive Vice-President, Advertising, Digital & Branding, Bajaj Electrical Limited  
Mr. Bharat V. Patel, Independent Director, Birla Sun Life Asset Management Company Ltd.  
Mr. Prashant Richard Peres, Director Marketing Chocolate, India, Mondelez India Foods Private Limited  
Mr. Ramakrishnan Ramamurthi, Vice Chairman, Joint MD & Group CEO, Polycab Wires Pvt. Ltd.  
Mr. Samardeep Sunil Subandh, Chief Marketing Officer, Flipkart Internet Private Limited  
Mr. Amit Tiwari, Director, Philips India Limited  
Mr. Brahm Vasudeva, Chairman, Hawkins Cookers Limited

**About Sunil Kataria**

Sunil Kataria is Business Head - India and SAARC, Godrej Consumer Products Limited (GCPL). 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 has 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 has 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 has 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 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.

**For further information, please contact:**

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