Indian Society of Advertisers announces ISA CEO Conference 2026

~The ISA's flagship biennial event will bring together some of the most influential voices in corporate India to examine the business implications of AI~

~The theme for this year's edition is 'AI in Action: Leadership Challenges and Opportunities'~

Mumbai, Nov. 11, 2026: The Indian Society of Advertisers (ISA), the principal body representing the interests of India's advertisers for over seven decades, will bring together some of the country's most influential business leaders at its flagship CEO Conference in Mumbai next month.

Centred on the theme '**AI in Action: Leadership Challenges and Opportunities'**, the 2026 edition of the ISA CEO Conference will examine one of the most consequential shifts shaping the future of business. As Artificial Intelligence moves from experimentation to enterprise-wide adoption, it is transforming how organisations operate, compete, innovate and create value. The conference will bring these developments into sharp focus, exploring what it will take for business leaders to move beyond the promise of AI and translate its potential into meaningful business outcomes.

The distinguished line-up of speakers includes Mahindra & Mahindra Ltd.'s ED and CEO - Auto and Farm Sector Rajesh Jejurikar, P&G India Subcontinent CEO and MD Kumar Venkatasubramanian, Asian Paints Vice Chairman Manish Choksi, Bain & Co. Senior Partner Ravi Swarup, and Fractal Analytics Whole-Time Director, Group Chief Executive and Executive Vice Chairman Srikanth Velamakanni, among others. They will share perspectives on the strategic opportunities and organisational challenges accompanying the rapid advancement of AI, and the leadership imperatives that will determine how effectively businesses harness this transformative technology.

The conference will host an audience of about 200 senior leaders, including CEOs, CMOs, MDs, Media Heads, digital platform representatives and members of industry bodies and associations.

Sunil Kataria, Chairman, ISA, said, *"Artificial Intelligence is increasingly becoming a boardroom priority, with far-reaching implications for how businesses operate, compete and create value. For business leaders, the challenge is not simply to adopt AI, but to understand where it can make the greatest difference, how to integrate it responsibly into their organisations, and how to prepare their people for a rapidly changing business environment. Through this year's ISA CEO Conference, we aim to bring together some of India's foremost business leaders and experts to exchange perspectives on these critical questions. The focus is on moving beyond the promise of AI to its meaningful application, and understanding what it will take for businesses to translate its potential into tangible outcomes."*

The event will be held on **December 10th, 2026, at the ITC Maratha, Mumbai.** It will be a full-day, power-packed conference with impactful leadership sessions, insights and ample opportunities for networking.

Registration information/ Delegate Fee:

Attendance is free for ISA members.

The fees for non-members are as follows:

- Single Delegate: Rs. 6000 + Taxes
- Group Package: Register four delegates from the same company and receive the fifth delegate pass free for Rs. 24000 + Taxes

To secure your attendance at this prestigious event, please write to Bhavika Ravasia (bhavika@insocietyad.com) with details of delegates.

About the Indian Society of Advertisers

The peak body representing advertisers in India for over 70 years, the Indian Society of Advertisers has been the unwavering voice of brands through India's marketing evolution. ISA champions responsible communication, upholding the principles of self-regulation and ensuring advertisers can engage with their audiences with transparency and trust. Through advocacy, insights and a powerful network of industry leaders, ISA continues to drive progress and strengthen the foundations of effective, ethical advertising in India. ISA is a founder member of World Federation of Advertisers - Brussels, one of the founders of Advertising Standards Council of India (ASCI) and co-founder and stakeholder in TV audience measurement agency Broadcast & Audience Research Council (BARC).

For more information about the **ISA CEO Conference, please contact:**

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