



# Audit Bureau Of Circulations

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## PRESS RELEASE

### I VENKAT OF EENADU ELECTED AS CHAIRMAN OF ABC

Mr. I. Venkat, Director, EENADU was unanimously elected as the **Chairman** of Audit Bureau of Circulations (ABC) for the year 2016-2017. Mr. Venkat is also the Chairman of MRUC. Mr. Venkat was the past Chairman of Advertising Standards Council of India (ASCI) and founder member of Media Research Users Council (MRUC) as well as Indian Broadcasting Foundation (IBF). Mr. Venkat is also on the Board of Indian Broadcasting Foundation (IBF), International News Media Association (INMA), Broadcast Audience Research Council (BARC) and also had a long innings at The Indian Newspaper Society (INS) as a Board member. He has been very active in both Print and TV industry Bodies.

Mr. Debabrata Mukherjee, Vice President - Marketing & Commercial – India & South West Asia, Coca Cola India Pvt. Ltd. representing Advertisers category on the Council was unanimously elected as the **Deputy Chairman** of the Bureau for the year 2016-2017.

Members on the Bureau's Council of Management for the year 2016-2017 are:

#### **Publishers Representatives**

1. Mr. I. Venkat, Ushodaya Enterprises Pvt. Ltd. - **Chairman**
2. Mr. Shailesh Gupta, Jagran Prakashan Ltd.
3. Mr. Hormusji N. Cama, The Bombay Samachar Pvt. Ltd.
4. Mr. Devendra V Darda, Lokmat Media Pvt. Ltd.
5. Mr. Benoy Roychowdhury, HT Media Ltd.
6. Mr. Chandan Majumdar, ABP Pvt. Ltd.
7. Mr. Raj Kumar Jain, Bennett, Coleman & Co. Ltd.
8. Mr. Pratap G. Pawar, Sakal Papers Pvt. Ltd.

### **Advertisers Representatives**

1. Mr. Debabrata Mukherjee, Coca Cola India Pvt. Ltd. – **Dy. Chairman**
2. Mr. Hemant Malik, ITC Limited. – **Hony. Secretary**
3. Mr. Sandip Tarkas, Future Retail Ltd.
4. Mr. Mayank Pareek, Tata Motors Ltd.

### **Advertising Agencies Representatives**

1. Mr. Madhukar Kamath, DDB Mudra Pvt. Ltd. – **Hony. Treasurer**
2. Mr. Shashidhar Sinha, IPG Mediabrands, India
3. Mr. Srinivasan K Swamy, RK Swamy BBDO Pvt. Ltd.
4. Mr. CVL Srinivas, Group M Media India Pvt. Ltd.

### **Secretariat**

Mr. Hormuzd Masani – Secretary General