



# Audit Bureau Of Circulations

Wakefield House, Sprott Road, Ballard Estate, Mumbai – 400 001

Tel: +91 22 2261 18 12 / 2261 90 72 .

E-mail : abc@auditbureau.org ● Web Site : <http://www.auditbureau.org>

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## PRESS RELEASE

### **SRINIVASAN K. SWAMY OF R K SWAMY HANSA GROUP, ELECTED AS CHAIRMAN OF ABC**

Mr. Srinivasan K. Swamy, Executive Chairman of R K Swamy Hansa Group has been unanimously elected as the **Chairman** of Audit Bureau of Circulations (ABC) for the year 2023-2024.

Mr. Swamy currently serves as Chairman of Asian Federation of Advertising Associations, he was earlier President / Chairman of International Advertising Association (IAA), IAA India Chapter, Confederation of Asian Advertising Agency Associations, Advertising Agencies Association of India, Advertising Standards Council of India, All India Management Association, Madras Chamber of Commerce & Industry and Madras Management Association.

Mr. Swamy was also awarded the Lifetime Achievement Award by the Advertising Agencies Association of India (AAAI).

### **Deputy Chairman:-**

Mr. Riyad Mathew, Chief Associate Editor & Director of Malayala Manorama representing Publisher Members on the Council was unanimously elected as the **Deputy Chairman** of the Bureau for the year 2023-2024.

### **Hon. Secretary:-**

Mr. Mohit Jain, Executive Director of Bennett, Coleman & Co. Ltd. representing Publisher Members on the Council was unanimously elected as the **Hon. Secretary** of the Bureau for the year 2023-2024.

### **Hon. Treasurer:-**

Mr. Vikram Sakhujia, Partner & Group CEO Media & OOH of Madison Communications Pvt. Ltd. representing Advertising Agencies Members on the Council was unanimously re-elected as the **Hon. Treasurer** of the Bureau for the year 2023-2024.

Members on the Bureau's Council of Management for the year 2023-2024 are as under:

### **Advertising Agencies Representatives**

1. Mr. Srinivasan K Swamy, R K Swamy Ltd. – **Chairman**
2. Mr. Vikram Sakhuja, Madison Communications Pvt. Ltd. – **Hon. Treasurer**
3. Mr. Prasanth Kumar, Group M Media India Private Limited
4. Ms. Vaishali Verma, Initiative Media (India) Pvt. Ltd

### **Publishers Representatives**

1. Mr. Riyad Mathew - Malayala Manorama Co. Ltd.. – **Dy. Chairman**
2. Mr. Pratap G. Pawar – Sakal Papers Pvt. Ltd.
3. Mr. Shailesh Gupta - Jagran Prakashan Ltd
4. Mr. Praveen Someshwar – HT Media Ltd.
5. Mr. Mohit Jain – Bennett, Coleman & Co. Ltd. - **Hon. Secretary**
6. Mr. Dhruva Mukherjee – ABP Pvt. Ltd.
7. Mr. Karan. Darda - Lokmat Media Pvt. Ltd
8. Mr. Girish Agarwal – DB Corp Limited

### **Advertiser Representatives**

1. Mr. Karunesh Bajaj, ITC Ltd.
2. Mr. Aniruddha Halder, TVS Motor Company Ltd.
3. Mr. Shashank Srivastava, Maruti Suzuki India Ltd.

### **Secretariat**

Mr. Hormuzd Masani – Secretary General

H.B. Masani  
Secretary General