

AdCoMM Knight - 2012

EMPI's Ajit Haksar Institute of Advertising, Communication & Marketing Management

Saturday, 05 May, 2012

New Delhi

Lifetime Achievement Award to Advertising Veteran Ms. Tara Sinha



Ms. Tara Sinha receiving the Lifetime Achievement Award in AdCoMM Knight – 2012

EMPI's Ajit Haksar Institute of Advertising Communication and Marketing Management, hosted the 3rd AdCoMM Knight on 28th January, Saturday, 2012 at EMPI campus, Chattarpur, New Delhi to honour the leading Advertising and Communication professional of the country and brand icon Ms. Tara Sinha with Lifetime Achievement Award for her contribution to Media and Advertising industry for over five decades. The award was presented at a glittering function organized by the advertising students in the presence of 250 strong Alumni, Faculty and industry representatives from various fields of media and advertising.



Lighting the Lamp by the Chief Guest, Mr. Prajjal Saha, Executive Editor, Brand Reporter (afaqs)



Felicitating to Mr. Gopal S Krishnan, eminent advertising professional by the Chief Guest & Vice President of EMPI

On this occasion, the institute also felicitated the who's who of advertising & media for their contribution in the field of Advertising, Academic affairs, Research and Training. The awardees are:

• Mr. Gopal S. Krishnan, Vice President, DDB Mudra	• Mr. Anwesh Bose, Vice President, Mudra Max
• Mr. Rajat Iyer, Former Head, O&M (Outreach)	• Ms. Shailaja Manocha, Leading Marketing Professional
• Mr. Dharmendra Arora, Media Consultant, Hitachi and Sony	• Mr. P. K. Sarkar, Former Marketing Head, Fuji Film and Philips
• Mr. Anirban Chaudhuri Vice President, Mudra Max	• Mr. Ashutosh Joshi, Former Brand Head, O&M

Post lighting the auspicious lamp by the dignitaries, Mr. Gurnam Saran, President EMPI Group of Institutions, deliberated on past, present and future aspects of EMPI group of Institutions and highlighted various attributed factors and discipline as the key learning curve sensitized to the students for creating a separate identity and to secure the confidence of the stakeholders. Ms. Tara Sinha, Chairperson of the academic council of the Institute presided over the function and delivered the talk on “**Future of Indian Advertising, Opportunities and Challenges**”. Dr. D. J. Pati, Dean of the Institute spoke on the occasion on 15 years of glorious past and achievements. He invited the attention of alumnus and representatives of the industry to support the institution building process and to train the young aspirants for the benefit of the market.

Mr. Prajjal Saha, Executive Editor, Brand Reporter Afaqs presented the award to Ms. Tara Sinha and other professionals along with the Vice President of EMPI Mr. Pankaj Saran. Speaking on the occasion Mr. Saha urged the advertising industry and marketing professionals to educate the consumers and emphasized on positive impact on audience for social growth. He reiterated that the professionalism must be the focal point for achieving excellence in career and industry.



Reunion



AdCoMMers Performing on stage



Interactive Session

The students of EMPI AdCoMM presented a light and sound show and musical extravaganza to mark the occasion with kaleidoscopic performances. The hundreds of participants and the gathering enjoyed the programme followed by sumptuous dinner.

The student team leaders namely **Miss Shiwani Sood** and **Mr. Onkar Purohit** coordinated the function under the guidance of Mr. Arnab Kr. Bhattacharya, Faculty. The students of second and first year have immensely contributed towards the success of the programme.



E- Greeting Card



E-Invitation Card Front



Event Flow



E-Card Back



The memoir

A Big Applause to the AdCoMM Team for contribution in the following areas:

S.No.	Tasks	Student In Charge	Team
1	Invitation card Design	Onkar Purohit	
	E-Card (Happy New Year and Alumni Meet)		
2	Calling and Follow Up	Shiwani Sood	Debjyoti Mitra Roy, Aastha Bhatnagar, Ronak Dey and Moumita Chaudhuri
	Facebook /Emailer		Debjyoti Mitra Roy
3	Registration	Shivani Agarwal	Somya Rohatgi
			Sushmita Yadav
			Sudipta Dutta
4	Gifts	Akriti Sahni	Sikandar Kumar
			Nivedita Nandi
5	Food & Refreshment	Amit Pal	Sayan Majumder
		Rishu Kumar	Arpita Srivastava
6	Cultural	Yamini Gupta & Budhaditya Chatterjee	
a.	Overall Packaging		
b.	Dance	Shilpa Ahuja	Shruti Bhatt
			Ankita Negi
c.	Song	Priyanka Karpas	
d.	Skit	Chetan Jaiman	Rishu Kumar, Soumi Banerjee, Ankita Negi, Sayan Majumder
		Ankit Agarwal	
e.	Compering	Debjyoti Mitra Roy	Moumita Chaudhuri
f.	Decoration	Onkar Purohit	Srishtee Vivek Gupta
		Shiwani Sood	Aastha Bhatnagar, Ronak Dey, Debjyoti Mitra Roy & Moumita Chaudhuri
g.	Sound System, Light and Video Projector	Ankit Agarwal	Abdul Kalam
		Vidhi Gupta	
7	Transport	Abdul Kalam	
		Abhishek Jaiswal	
8	Sponsorship	Onkar Purohit	Debjyoti Mitra Roy
		Harsh Agarwal	Aastha Bhatnagar
9	Movie Making (Recreation of AdCoMM)	Rishu Kumar	Srishtee Vivek Gupta
			Megha Saxena
			Shivani Agarwal
10	Overall Coordinaton	Shiwani Sood	Debjyoti Mitra Roy

AdCoMM Knight -2012 at EMPI campus for the first time turned out to be a HUGE success. The active involvement of all especially the alumni, students, faculty and staff helped us to make such exciting, inspiring & successful event. The following alumni across the batches came forward and showed the enthusiasm on the gala event.

PG-AdCoMM

SI No	Batch	Name	Designation	Agency
1	2009-11	Zahid Imam	Media Executive	MPG
2		Sneha Bharuka	Executive Ad Sales	Janasri News
3		Kulanath Kaushik	Asso. Account Executive	Publicis
		Manu Sharma	Jr. Media Executive	Dentsu Communication
4		Mohd. Mustaqeem	Media Planner	Media Marcom
5		Titas Jana	Media Executive	Zenith Optimedia
6		Koushik Chatterjee	Research Executive	GMRB Insights Pvt. Ltd.
7		Anand Priyadarshi	Media Executive	Zenith Optimedia
8		Gajender Singh	Account Executive	Publicis Capital
9		Tarun Chauhan	Media Executive	Zenith Optimedia
10		Rituporn Baiswmutiary	Executive	Euro RSCG
11		Vivek Srivastava	Media Executive	MPG
12	2008-10	Jyotsna Sachdeva	Asst. Manager	Innovative Ideaz & Events Pvt. Ltd.
13		Sudhanshu Nishad	Account Executive	JWT
14		Pranav Gupta	Asst. Brand Manager	MVL Group
15		Sakshi	Sr. Account Executive	Publicis Capital
16		Ashima Agarwal	Account Executive	The Practice
17		Priyanka Sardana	Sr. Business Executive	Everest Brand Solutions
18		Mayank Kesarwani	Brand Services Executive	361 Communications Pvt. Ltd.
19		Ankur Kukreja	Director	Insaf Properties
20		Jitendra Sharma	Media Planner	Zenith Optimedia
21		Kumar Shivam	Sr. Account Executive	Leo Burnett
22		Nupur Mehrotra	Media Planner	Percept Media
23		Anshika Mehta	Account Executive	Avian Media
24		Bhuvan Bhushan Sharma	Copywriter	Crayon Communications
25		Dhruv Lavania	Account Executive	Dentsu Marcom
26		Anirban Sen	Media Planner	Zenith Optimedia
27		Balmukund Pathak	Media Planner	Zenith Optimedia
28		Rajat Verma	Media Planner	Zenith Optimedia
29		Abhishek Prasad	CS Executive	Alakananda Advtvertising
30		Sukanya Paul	Asso. Manager-Client Relationship	Solution Digitas
31		Sarika Goyal	Media Planner	Zenith Optimedia
32	Raghukul Mathur Tilak	Executive	The Pioneer	
33	2007-09	Sahana Chowdhury	Sr. Account Executive	Edelman
34		Durbadal Sankhanidhi	Sr. Media Planner	Loderstar UM
35		Bolmika Basu	Sr. Account	Dentsu Communication

		Chowdhury	Executive	
36		Richa Sharma	Asst. Image Manager	Perfect Relations
37		Chirag Sachdeva	Sr. Account Executive	Leo Burnett
38		Pramod Panigrahi	Asst. Manager (Ad Sales)	Odhisha Television Networks
39		Gaurav Ahuja	Business Executive	Maxus (Group M)
40		Brajesh Kumar	Sr. Copywriter	DDB Mudra
41		Rohit Ahuja	Sr. Account Executive	O&M
42		Ankit Arora	Manager (BD)	Vibgyor Brand Services
43	2006-08	Sneha Bhardwaj	Director	Sirius Gifting
44		Manjiri Bhopatkar		Iris Worldwide
45		Safder Ali	Manager	Mindshare (Group M)
46		Avijit Sinha	Manager- Client Servicing	Cigma Events
47		Tanu Gupta	Asso. Manager-Marketing	Surya Healthcare
48		Amit Tripathi	Asst.Producer	Uncommonsense Film
49		Chandamita Barua	Account Manager	Publicis Capital
50		Dipendra Rai	Brand Associate	Leo Burnett
51		Vishal Bhardwaj	Manager Communications (E-Commerce)	Deals and You- SITG
52		Siddharth Singh	Manager- Marketing	Impact Communications
53		Abhijeet Gupta	Manager-Media	Lintas Media Group
54		Baishali Bhuyan	Business Manager	Maxus (Group M)
55		Swati Nagda	Sr. Account Executive	Quasar (Group M)
56		Pranabir Pratap Singh Kharwar	Media Planner	Lodestar UM
57		Manoj Roy	Media Planner	Mindshare (Group M)
58		Abir Majumder	Media Planner	Mindshare (Group M)
59		Pankaj Mishra	Business Manager	MEC India
60		Abinash Bhattacharjee	Business Manager	Maxus (Group M)
61		Somya Nanda	Account Director	Dentsu Communication
62		Anuj Srivastava	Manager	Dianik Jagran
63	2005-07	Meena Singh	CEO	Prime Works Entertainment
64		Madhu Mishra	Manager-Marketing	T.I.C Events
65		Fatima Zobairee	Deputy Manager	India Today Group
66		Mansi Pandey	Asst. Manager	360 ARC
67		K. Srinivas	Media Supervisor	Lodestar UM
68		Sanat Sahoo	Account Manager	Impact Communications
69	2004-06	Rohit Srivastava	Copy-Suoervisor	Leo Burnett
70		Anurag Goel	Account Supervisor	Leo Burnett
71		Tanushree Radhakrishnan	Media Director	Zenith Optimedia
72		Amit Vaid	Media Director	Vivaki
73		Sougata Kundu	Account Director	TAG Worldwide Pvt. Ltd
74		Amrita Kumar	Sr. Account Manager	Cross Hairs Communication
75	2003-05	Robin Sarkar	Manager-Corporate	HCL Technologies

			Brand Strategy	
76		Manan Shah	Sr. Account Director	Euro RSCG
77	2002-04	Sajan Nair	Film Producer	The War Room
78		Sandeep Menghi	Business Director	McCann Erickson
79		Saurabh Jain	Director- Ad Sales (India)	Clove Network - Right Spot Media Solutions Pvt Ltd.
80	2001-03	Sachin Kumar	Asso. Account Director	Reprise Media
81		K. Anand	Manager-Advertising	Star India Pvt. Ltd.
82		Shilpi Prasad	Conjsultant	Freelancer
83		Sridip Banerjee	DGM- Marketing	Luminous Power Technology
84	2000-02	Archana Singh	Brand Leader	McCann Erickson
85		Saurav Padhi	Director – Client Servicing	McCann Erickson
86		Sonal Thind	Manager- Corporate Communications	Viom Networks Ltd.
87	1998-00	Utkarsh Veer Singh	CEO	Fortis Sports & Entertainment
88		Rajeev Chawla	Senior Vice President (Sales & Marketing)	Images Group
89		Siddharth Bhattacharya	AVP	BBDO India
GS-AdCoMM				
90	2002-05	Dayanidhi	Sr. Administration Professional	EMPI Business School

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