



The Indian Society of Advertisers (ISA) re-elects Sunil Kataria as Chairman



Mumbai, 30 September, 2022: The newly elected Executive Council of The Indian Society of Advertisers met on September 29, 2022. Mr. Sunil Kataria, Chief Executive Officer of Lifestyle Business at Raymond Ltd, was re-elected Chairman of The ISA.

Sunil has led the Society over the past six years to greater heights, garnering support from fellow Executive Council members, ISA members and other industry bodies. He has been associated with brands like Godrej, Idea Cellular, Marico and VIP in the past and has solid industry experience across various verticals of businesses, sales and marketing for over 31 years.

On his election for the seventh consecutive term as Chairman of the ISA, Sunil said, ***“In our journey towards creating greater value proposition for the ISA in the industry, the focus will be to make this unique body even stronger in the future to provide value-added support to our members for the new normal and beyond. With digital advertising having ascended as second only to TV and growing even further, our endeavour this year would be take forward our efforts in the area of digital measurement.”***

Kataria further added, ***“Priorities for making ISA future-ready include stepping up capability, resource, increasing visibility and value addition through work on media measurement, spreading awareness and knowledge on government regulations and becoming the knowledge hub on global/local priorities in the communication space. The sub-committees formed for ISA Events, Public Policy, Multi-Screen Cross Media Measurement and the already active Media Forum would engage themselves more with all members in the coming months to ensure significant progress.”***

He further mentioned, ***“We at the ISA, as a founder member of the World Federation of Advertisers (WFA), are enhancing our partnership. All activities would be well supported by the revamped value-added website of the ISA and its social media presence.”***

Sunil is optimistic about further partnering with BARC in digital measurement area.

“We heartily thank all fraternity organizations for their strong support in helping us scale newer heights. I also acknowledge the continuing support by the ISA members in all our endeavours,” Sunil said.

The Executive Council members of the ISA thanked Sunil for his tremendous contribution to the ISA as chairman over past six years and expressed their pleasure on electing him again for 2022-23.

Other Members of the Executive Council are:

Mr. Atul Agrawal, Senior Advisor, Corporate Brand & Marketing, Tata Services Limited
Mr. Narendra Ambwani, Director, Agro Tech Foods Limited
Mr. Tarun G. Arora, Chief Executive Officer & Whole Time Director, Zydus Wellness Limited
Mr. Subhadip Dutta Choudhury, Chairman of the Board of Directors & Chief Executive Officer, Hawkins Cookers Limited
Ms. Somasree Bose Awasthi, Chief Marketing Officer, Godrej Consumer Products Limited
Mrs. Paulomi Dhawan, Independent Director, Whistling Woods International
Mr. Neil George, Managing Director, Nivea India Pvt Limited
Mr. Girish Kalyanaraman, Vice President, Brand Operations, Procter & Gamble Hygiene and Health Care Limited
Mr. Chandru Kalro, Managing Director, TTK Prestige Limited
Mr. Mr. Devraj Lahiri, Divisional Chief Executive - India Tobacco Division, ITC Limited
Mr. Angshu Mallick, Managing Director & CEO, Adani Wilmar Limited
Mr. Bharat V. Patel, Advisor to BIC Cello (India) Private Limited
Mr. Anuj Poddar, Managing Director & Chief Executive Officer, Bajaj Electricals Limited
Mr. Ramakrishnan Ramamurthi, Advisor J. K. Enterprises
Mr. Shashank Srivastava, Senior Executive Director (Marketing & Sales), Maruti Suzuki India Limited
Mr. Srinandan Sundaram, Executive Director, Food & Refreshment, Management Committee Member for Hindustan Unilever Limited

About Sunil Kataria

Sunil Kataria is the Chief Executive Officer - Lifestyle Business at Raymond Ltd. A graduate in Economics from Delhi University, Sunil also holds an MBA in Marketing from the Institute of Management Technology (IMT) Ghaziabad.

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 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 was ranked among top 30 business leaders for 2020 by Business World and on the GPTW list of India's Best Leaders in Crisis list 2021. He works extensively across industry and is on the boards of IBHA, MMA and IAA. 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.

About the ISA: The ISA is the apex national body which has lent a strong voice to advertisers over the last 70 years. Its cross-sector advertiser members contribute to more than half of the annual national non-governmental ad spends. ISA, apart from being one of the founder members of the World Federation of Advertisers (WFA), is also one of the founders of The Advertising Standards Council of India (ASCI) and continues to partner with other industry bodies that connect to advertisers. The ISA played a significant role in the formation of BARC and partners with it closely to get advertisers robust and credible data.