



**ADITYA BIRLA
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PROTECTING INVESTING FINANCING ADVISING

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Meet the Final Jury of BE Awards

Some of the finest minds in the industry will go through the best case studies to pick up the winners of BE Marketing Awards

Our Bureau

Mumbai: In a few weeks, an immensely talented set of people will count themselves among the first to receive a distinct honour: They will be recognised as marketers par excellence upon receiving a trophy at the Brand Equity Marketing Awards.

But getting there will not be easy. Hundreds of entries that have poured in from brands across sectors and states, will have to pass through a rigorous judging process. The best case studies will be meticulously picked by some of the industry's foremost practitioners.



First they had to pass muster in the view of our Category Expert Juries, who looked at best Brand Launch, Innovation, Integrated Marketing Initiative, Digital Campaign, Social Media Campaign and Print Campaign. Last week, over two days, 38 judges went through hundreds of entries to

find the best in each category which will go to the next and final round.

The ultimate winners will be decided by a final jury comprising some of the finest minds in marketing.

Now it's time to meet our final judges. We kick off with jurors from two of the country's biggest FMCG companies. Sandeep Kohli is executive director, personal care at Hindustan Unilever and Sameer Satpathy is chief executive — personal care at ITC. Also on board is the CEO of e-commerce company Myntra, Ananth Narayanan and Renault In-

dia's MD Sumit Sawhney. Joining them is CVL Srinivas, CEO of GroupM South Asia (India's largest media buying group) and country head, WPP. Devendra Chawla is president for Walmart India; until recently he was CEO of Future Consumer (PCL) and group president — food, FMCG, Brands, Future Group. These judges will be joined by the CEO of a recently rebranded Aditya Birla Capital, Ajay Srinivasan; the president of consumer banking at Kotak Mahindra Bank, Shanti Ekambaram; former MD of Kellogg; and current

CEO of Pantaloon Retail, Sangeeta Pendurkar. The creative czar of India Piyush Pandey, who is executive chairman, Ogilvy South Asia will also join the Brand Equity Marketing Awards jury in its maiden edition.

While the judges will pick the cases that best represent their criteria and category, remember, at the end of the day, it's the quality of work that decides if an entry sinks or swims.

Pick up this week's edition of Brand Equity for more on the final judges, category juries and a peek into the category judging round.

From left: Sandeep Kohli, Shanti Ekambaram, Sameer Satpathy, Devendra Chawla, Sangeeta Pendurkar, Piyush Pandey, CVL Srinivas, Ajay Srinivasan, Sumit Sawhney and Ananth Narayanan

