



Audit Bureau Of Circulations

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PRESS RELEASE

SHASHIDHAR SINHA OF IPG MEDIABRANDS ELECTED AS CHAIRMAN OF ABC

At the 67th Annual General Meeting of Audit Bureau of Circulations (ABC) Mr. Shashidhar Sinha, CEO - IPG Mediabrands, India was unanimously elected as the **Chairman** of Audit Bureau of Circulations (ABC) for the year 2015-2016.

Mr. I. Venkat of EENADU was unanimously elected as the **Deputy Chairman** for the year 2015-2016.

Mr. Shashidhar Sinha is also actively involved in other Industry Bodies namely, ASCI, MRUC, RSCI, Ad Club (immediate Past President) and also chairs the Technical Committee of BARC.

The task before Mr. Sinha is to implement the digital measurement project undertaken by ABC so that the industry is benefitted with credible digital data from a trustworthy independent body like ABC.

The members on the ABC Council for the year 2015-2016 are as under:

Advertising Agencies Representatives

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

Publishers Representatives

1. Mr. I. Venkat, Ushodaya Enterprises Ltd. – **Dy. Chairman**
2. Mr. Amit Mathew, Malayala Manorama Co. Ltd.
3. Mr. Shailesh Gupta, Jagran Prakashan Ltd.
4. Mr. Hormusji N. Cama, The Bombay Samachar Pvt. Ltd.
5. Mr. Devendra V Darda, Lokmat Media Pvt. Ltd.
6. Mr. Sanjeev Vohra, Bennett, Coleman & Co. Ltd.
7. Mr. Benoy Roychowdhury, HT Media Ltd.
8. Mr. Chandan Majumdar, ABP Pvt. Ltd.

Advertisers Representatives

1. Mr. Hemant Malik, ITC Limited. – **Hony. Secretary**
2. Mr. Debabrata Mukherjee, Coca Cola India Pvt. Ltd.
3. Mr. Sandip Tarkas, Future Retail Ltd.

Secretariat

Mr. Hormuzd Masani – Secretary General

H.B. Masani
Secretary General