



Audit Bureau Of Circulations

Founder Member : International Federation of Audit Bureaux of Circulations
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15th September, 2009

PRESS RELEASE

MR. SUBROTO CHATTOPADHYAY ELECTED CHAIRMAN OF ABC

Mr. Subroto Chattopadhyay, Chairman, The Peninsula Foundation was unanimously elected as the **Chairman** of Audit Bureau of Circulations (ABC) for the year 2009-2010.

Mr. Vijay Darda, Chairman, Lokmat Group representing “Lokmat” (Marathi Daily) was unanimously elected as the **Deputy Chairman** of the Bureau for the year 2009-2010.

Mr. Chattopadhyay had earlier worked in ITC Ltd., and Pepsico where he was an Executive Director. He started his career with Brooke Bond in the year 1980 and has been an avid marketing, sales and new business development professional for the last many years. He was the Chairman of the Indian Music Industries as well as a Trustee of Washington DC based development agency Technoserve.

Mr. Ravi Pisharody, President - Commercial Vehicle Business Unit, Tata Motors Ltd., Mr. Vikram Sakhuja, CEO - South Asia, Group M Media India Pvt. Ltd. and Mr. Aritra Sarkar of ABP Group, were the new members elected to the Bureau's Council of Management at the 61st Annual General Meeting of the Bureau.

Members of the ABC's Council of Management for the year 2009-2010 are:

Advertisers Representatives

1. Mr. Subroto Chattopadhyay, Chairman
2. Ms. Paulomi Dhawan, Raymond Ltd.
3. Mr. S.M. Ahmad, I.T.C. Limited
4. Mr. Ravi Pisharody, Tata Motors Ltd.

Publishers Representatives

1. Mr. Vijay Darda, Lokmat Newspapers Pvt. Ltd. – **Dy. Chairman**
2. Mr. Ch. Kiron, Ushodaya Enterprises Pvt. Ltd.
3. Mr. Ravi Dhariwal, Bennett, Coleman & Co. Ltd.
4. Mr. T. Venkatram Reddy, Deccan Chronicle Holdings Ltd.
5. Mr. Shailesh Gupta, Jagran Prakashan Ltd.
6. Mr. M. Venkatesh, HT Media Ltd
7. Mr. Amit Mathew, Malayala Manorama Co. Ltd.
8. Mr. Aritra Sarkar, ABP Pvt. Ltd.

Advertising Agencies Representatives

1. Mr. Shashidhar Sinha, Universal McCann Erickson (India) Pvt. Ltd. – **Hony. Secretary**
2. Mr. Sam Balsara, Madison Communications Pvt. Ltd. – **Hony. Treasurer**
3. Mr. Madhukar Kamath, Mudra Communications Pvt. Ltd.
4. Mr. Vikram Sakhuja, Group M Media India Pvt. Ltd.

Secretariat

Mr. Hormuzd Masani – Secretary General