



# ROUND UP

NEWSLETTER OF ASSOCIATION OF BUSINESS COMMUNICATORS OF INDIA

## 58<sup>th</sup> Annual Awards & ComFest



Association of Business  
Communicators of India

[www.abci.in](http://www.abci.in)

## **About ABCI**

Like many great organizations, ABCI was started by a group of Visionaries who wanted to make a difference in their profession. Initially christened as "Indian Association of Industrial Editors (IAIE)", it was the first organization for professional communicators in India started way back in 1956. IAIE was formed under the Society Act, 1860, of the Charity Commissioner, Mumbai.

The Association of Business Communicators of India (ABCI) is the only Association in India recognizing and rewarding excellence in Business Communications. The Annual Awards Nite has been a Gallantry Function in the Corporate Circle in Mumbai, in which ABCI had felicitated many stalwarts from the profession of Communications. With a view to benchmark the professionalism into Business Communicators, ABCI had launched an Accreditation Programme wherein the Senior Communication Professionals, purely on Merit was awarded Fellowship of the Brains Trust. It was for the first time that an Accreditation Programme, for Communication Fraternity, had taken place and ABCI was the one that pioneered it in India. The Association has members list featuring names like Tata Steel, Larsen & Turbo, SAIL, Tata Motors, Mahindra & Mahindra, Glaxo, Pfizer, Aditya Birla Group, Bharat Petroleum, ONGC, Indian oil, Reserve Bank of India, SBI, BOI, Bank of Baroda, IDBI, NABARD, Union Bank, Canara Bank, LIC etc.

From 2004 ABCI has been headed by Mr. Yogesh Joshi, who is the Senior Communication Professional in India and coincidentally the 25th President of ABCI. Under his presidential tenure, ABCI has shown unprecedented growth and has become highly active in the Business Communications & PR fraternity across India.

## **About Comfest :- “BRAND STORY TELLING”**

Running through the saga of creation of a Brand and what it makes to be a Super Brand. For Agencies, this is revealing and showcasing to the client world the creative pursuits and abilities. For Super Brands, it is sharing of knowledge. For Delegates, this will be a great learning and implementing opportunity at their companies. A Great Networking platform for Communications fraternity

## **Speakers**



### **Mr. Sujit Patil**

Mr. Sujit Patil, the brain behind the Godrej brand. Mr. Sujit who has added colour and vibrancy to the excellent reputation of this venerable organization.

He spoke about the strategies that helped to build brand Image in FMCG sector. While doing so he persistently spoke about the new ventures that Digital PR has opened to the brands. And the potential of earned social media is omnipresent.

## Mr. Anup Sharma

Anup Sharma is a Strategic Communications Consultant with more than two decades of experience in Public Relations, Public Policy, Political Campaign Management, Digital and Social Media Outreach.

Mr. Anup addressed the audience with the facts about an Indian consumer base and in India how the Brand building is vastly dependent upon the Story Telling of the brand which directly connects with the consumer on a personal level. He backed his theory with spoke about the Paid, Earned, Shared, owned model.



## Mr. Saurabh Uboweja

Saurabh Uboweja is an international award-winning brand expert. Ranked amongst the top 50 most influential strategy leaders, he is a keynote speaker and visiting faculty at Indian Institute of Management.

Mr. Saurabh spoke about an interesting quote by Mark Twain “Never Let the truth get into the way of a good story” and fundamental behaviour of the brand story telling.

## Mr. Maneck Davar

Maneck Davar is the Chairman of Spenta Multimedia Pvt. Ltd., India’s largest custom magazine publisher. He is Vice-Chairman of the SEPC and an independent director of ECGC, Ministry of Commerce, Government of India.

He addressed the audience the fact that “Necessity is mother of invention”. He spoke about the inception of an Internet era and how it changed the fate of Marketing in India.



## Mr. Roger Darashah

Roger Darashah has over 20 years’ of international communications experience at Adfactors, recently with Edelman he worked in Europe, India, and Brazil as Executive Vice President Technology, Global Business Director.

To ensure the Audience utmost attention he started with hypothesis called “Noisy Neighbour Logic” and how it might be the key to define the fate of the brand policy. He also spoke about the power of the algorithm and word of mouth for the brand’s growth.





## Mr. Ransom D'souza

Vice President, Communications & Government Affairs of one of the country's most respected pharmaceutical companies - GlaxoSmithKline Pharmaceuticals.

While addressing the audience he spoke about the access to the information. He spoke about the Anti-vacciners and genetics based science and how it is bringing the change in the landscape of chemistry.

## Ms. Bhavna Singh

Bhavna Singh is Director Communications at (OPPI). At OPPI, she leads media and patient advocacy. Recently Bhavna was named as the 2019 Young Woman Leader (pharmaceuticals category) at the She Leads Summit in Mumbai.

Ms. Bhavna spoke about the endless opportunities in the field of the pharma for a brand growth. She focussed on the healthcare and basics of it. Which followed with an interactive session with Mr. Ransom D'Souza. Which followed with an interactive session with Mr. Ransom D'Souza.



## Dr. Sulbha Kore

A representative of Union Bank Dr. Sulbha Kore started her speech with a statement that "a courteous treatment will make customer a walking advertisement" and Union Bank is following the same legacy from 1919. She also spoke about the time when the Union bank got the privilege to get Shri. Mahatma Gandhi to inaugurate their corporate office in Mumbai. She spoke about the evaluation of the Union bank in the aspect of the customer relationship building and the bank image along with the logo and another aspect.

## Mr. Srikanth Srinivas

Srikanth is a science graduate and has two Masters Degrees – one from Princeton University (Public Policy) and the other from Mumbai's Jamnalal Bajaj Institute of Management Studies (Finance).

Mr. Srikanth started his speech by asking a question whether the Brand story telling is about the customer or about the brands themselves. He persistently spoke about the stories, behind the stories and within the stories.



### Mr. Abheejit Prabhu

As he began to address the audience, he spoke about the new makeover of a Saraswat Bank and how it was much-needed change to leverage the strengths and take away the weakness otherwise associated with the corporate business. He spoke about how Saraswat bank is the relationship building bank and the most adoptable bank, which brought computerization in India for the first time in the banking sector in 1988 and now moving forward with a vision of future. He also spoke about the thought behind the new logo and the tagline which is associated with the Saraswat Bank.



### Mr. Arvind Agarwal

Arvind Agrawal is India's foremost practitioner of Stakeholder-Centric Communication. He founded AICL Communications Limited (AICL) in 2007 to institutionalise his consultancy practice, and as its CEO, has been pushing the frontiers of corporate reporting in India since.

With a different approach to the brand story telling she spoke about behind the scene people who actually make the brand image happen the agencies. Or how agency helps the brand to grow andvice versa.

### Mr. Ganesh Gadakh

The Founder Director and creative head of Elixir Integrated Brand communication Mr. Ganesh Gadakh has over decade of experience.

"Each Brand has a story to tell" he said, in the prospective customer but brand lack the same motivation when it comes to their own employees. He spoke about how important it is to have a healthy and perfect environment for an employee to work at.



### Dr. Vipul Vyas

Prof. (Dr.) Vipul Vyas brings with him 17 years of academic experience and 15 years of experience in Corporate HR facilitation.

He spoke highly about the importance of psychology for a communicators. He put the emphasis on the emotional intelligence and how EQ is important than the IQ. He also spoke about how two hemisphere theory has changed the ballgame in the corporate field.



## Glimpses of ComFest and 58<sup>th</sup> ABCI Annual Award Night





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## 58<sup>th</sup> Annual Award Winner Companies

**ACC**

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**AirAsia**

**The Art of Jewellery<sup>TM</sup>**  
INDIA'S NO.1 JEWELLERY MAGAZINE

**बैंक ऑफ बड़ौदा**  
**Bank of Baroda**  
India's International Bank

**Oil India**  
Ghazal Petroleum

**ASSOCIATION OF INDIAN BANKERS**

**BE**  
**Biological E. Limited**  
Celebrating Life Every Day

**CHEMICAL INDUSTRY DIGEST**

**BROKERS FORUM**

**bubble**  
the global business platform

**कनारा बैंक** **Canara Bank**  
कनारा बैंक

**CUMI**

**CHILD LINE 1098**  
संरक्षण

**CLARIANT**

**Coromandel**  
FUTURE POSITIVE

**covestro**

**Dainik Bhaskar GROUP**

**DICKENSON**

**DISHA**  
विश्वविद्यालय

**doit advertising**

**DOW**

**elixir**  
Integrated HealthCare

**EMCO**  
Inspired by tomorrow

**एक्जिम बैंक**  
**EXIM BANK**  
भारतीय निर्यात-आयात बैंक  
EXPORT-IMPORT BANK OF INDIA

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FEDERATION OF ENVIRONMENTAL SCIENTISTS

**gsk** do more  
feel better  
live longer

**glenmark**  
A new way for a new world

**Godrej**

**गोदावरी ग्रुप**  
विस्तार के साथ

**GVK**

**HB**  
DESIGN

**HDFC**  
WITH YOU, RIGHT THROUGH

**ICICI Lombard**  
Mithras Vardar

**IDBI BANK**

**indiatransact**

**IndianOil**



## 58<sup>th</sup> Annual Award Winner Companies



## Winners of Elite Category

Adani Energy Business



Glenmark Pharmaceuticals Limited



IndianOil Corporation Limited



NABARD



Reserve Bank of India



Union Bank of India



Western Railway





## Magazine of the Year Larsen & Toubro Limited



## Initiative Launch of #MeAmbulance



## Winner Companies



## Our Partner Companies

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