



**Ramesh Narayan**

Ramesh Narayan is presently an Execom Member of the Asian Federation of Advertising Associations (AFAA), Overseeing strategy. He is also Vice President and Area Director (APAC) of the International Advertising Association (IAA). In 2014 he was inducted into the International Advertising Association Hall of Fame. In the same year he was honored by the Advertising Agencies Association of India (the apex body of advertising agencies in India) with its Lifetime Achievement Award.

In 2015 he was honored as Global Champion by the IAA at its inaugural Inspire Awards at London. In November 2017 he was honored with a Special Award for his distinguished service to the industry in the Asian region by the Asian Federation of Advertising Associations at the AdAsia Bali. He is currently a member on the SEBI Committee for Investor Awareness and protection.

Ramesh Narayan founded and oversaw the creative and management functions of Canco Advertising from 1983 to 2006. The agency had an impressive roster of blue chip clients in the areas of finance, insurance, infrastructure and media, and earned a name for its professionalism. Ramesh has been very active in the advertising industry. He was President of the Advertising Club (two terms) and was also Chairman of the prestigious ABBY awards committee and editor of their award-winning magazine, SOLUS. He was the first Indian to judge the finals of the EFFIE awards (for advertising effectiveness) at New York.

He held two terms as President of the Advertising Agencies Association of India (AAAI) the apex body of agencies in the country. It was in his term, that the widely hailed agreement to treat advertising agencies as business partners was signed with the Indian Broadcasters Association. He was President of the India Chapter of the IAA (2017-18). In the India Chapter of the IAA he is credited with conceptualizing and rolling out the Olive Crown Awards, Asia's first and only awards that salute excellence in communicating sustainability.

He was Chairman, Planning Committee of the AdAsia 2003 held in Jaipur, widely accepted as the biggest and most successful advertising convention of its kind. He was a part of the core team that put together the mega IAA World Congress 2019.

He was on the Council (Board of Directors) of the Audit Bureau of Circulations (ABC) a tripartite body consisting of advertisers, agencies and the media. He was also on the Board of the National Readership Survey Council (NRSC) that carried out the prestigious National Readership Survey all over India.

He is a Past President of the Rotary Club of Bombay (the largest Club of its kind in India) and is credited with conceiving the international award-winning skills enhancement program Bhavishya Yaan for underprivileged children in Municipal Schools which currently impacts 1600 students in Mumbai and Ananda Yaan an Elder Day Care program.