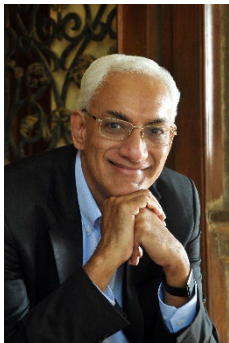


Mumbai, August 18, 2025

Srinivasan K Swamy elected President of AAAI



Mr. Srinivasan K Swamy, Executive Group Chairman of R K Swamy Ltd was elected as the President of the Advertising Agencies Association of India (AAAI) for the year 2025-26 at its Annual General Body Meeting held on August 14, 2025.

Mr Jaideep Gandhi was elected Vice-President of the Association.



Other elected members of the Board in alphabetical order and the companies they represent on AAAI are:

Anupriya Acharya	Leo Burnett (TLG India Pvt Ltd)
Sam Balsara	Madison Communications Pvt Ltd
Tanya Goyal	Everest Brand Solutions Pvt Ltd
Tapas Gupta	BEI Confluence Communication Ltd.
Vishandas Hardasani	Matrix Publicities and Media India Pvt Ltd
Mohit Joshi	Havas Media India Pvt Ltd
Santosh Kumar	Innocean Worldwide Communication Pvt Ltd
Kunal Lalani	Crayons Advertising Ltd
Chandramouli Muthu	Maitri Advertising Works Pvt Ltd
Vikram Sakhuja	Platinum Advertising Pvt Ltd
Kartik Sharma	Omnicom Media Group India Pvt Ltd
Anusha Shetty	Grey Worldwide (India) Pvt Ltd
Shashi Sinha	Initiative Media (India) Pvt Ltd
K Srinivas	Sloka Advertising Pvt Ltd
Paritosh Srivastava	Law & Kenneth Saatchi & Saatchi Pvt Ltd

Immediate Past President, Prasanth Kumar will be the ex-officio member of the AAAI Board for 2025-26.

On this occasion, Srinivasan Swamy (also known as Sundar Swamy), President AAAI, said “I am honoured to be elected President of the Advertising Agencies Association of India for 2025–26, and deeply humbled that this marks my fourth term in this role, following my earlier tenure from 2004 to 2007.”

Srinivasan K Swamy is a well-known leader in the Indian advertising and marketing communications industry, with decades of experience steering agencies and industry bodies. He earlier served three consecutive terms as President of the Advertising Agencies Association of India (2004–2007) and held leadership positions across several national and international industry bodies, including as Chairman and World President of the International Advertising Association (IAA), Chairman of the Confederation of Asian Advertising Agencies Association and Asian Federation of Advertising Associations (AFAA). Further he served as Chairman of Advertising Standards Council of India and Audit Bureau of Circulations and was President of the India

Chapter of IAA. He also was the President of All India Management Association and Madras Chamber of Commerce & Industry.

Widely recognized for his vision, professionalism, and commitment to the growth of the communications sector, Swamy has been instrumental in advancing industry standards, fostering collaboration, and championing the interests of advertising industry across India and beyond. He has received several awards both from international bodies and domestic institutions, including the Lifetime Achievement Award from AAAI.

Outgoing President Prasanth Kumar stated, "It has been a privilege to serve as President of the Advertising Agencies Association of India over the past three years from 2022-23 to 2024-25. I am deeply grateful to all our members and my fellow Board colleagues for their tremendous help, trust, and support throughout this journey. My heartfelt congratulations to Srinivasan K Swamy on his election as President. I am confident that, with his vast experience and vision, he will steer AAAI to even greater achievements."

Advertising Agencies Association of India (AAAI) is the official, national organisation of advertising agencies, formed in 1945, to promote their interests. The Association promotes professionalism, through its founding principles, which uphold sound business practices between Advertisers and Advertising Agencies and the various media. AAAI today is truly representative, with a very large number of small, medium and large-sized agencies as its members. It is thus recognised as the apex body of and the spokesperson for the Advertising industry at all forums – Advertisers and Media owners and their associations and Government.

For further information, please contact: Sudesh Kapoor, Secretary General, Advertising Agencies Association of India
Tel: 022-2308 0870 / 2301 2565; Mb: 99675 70203