

INVITATION

Integrity
is not
only
about
being good
and moral. It's a
sound business strategy.
"Business is responsibility to the
industry, the interest of those
or money is an excuse for
serving the industry."
"HOLD - Endurance and Difference"
"should drive all work."
"Empower the client's team,
never skip on resources for
what you
need to do for
them."

BEING somebody
is about seeing the
bigger picture,
for BRANDS
and their
markets.
Each
one of
us wants
to
BE SOMEBODY
Who digs
deeper
Thinks **SMARTER**
Thinks **BIGGER**
Works
harder

clients are PEOPLE.
stand by them,
particularly "ashes of hell"
when they are out of favour. are **GOOD**. But consistency will always win in the long term"
"Creative is what
the clients come to us for."
"Never use the Client's Money
to pursue the Agency's agenda."
"We are in a service business, not a service business."
"Empower your people, unleash their energy work 'Produce' it at it"
"What's the result
of the message?
Make sure you
have one."
"Never forget it's
down the team"
aimed to make as possible
capital to save and appreciate.
Follow a fiscal dividend policy."
BE RESPECTFUL, always. You can't run
your business without them.
"Respect the contract."
Think of it as a service to our
communication."

SOMEBODY is
Always first try to surpass
AND RESPECT the work.
IN CASE they are unable
TO PERFORM in an assigned task.
The Media are our partners. Pay their dues on time. Respect their business needs, and they will respect yours.
"When you go for a new business pitch, prepare carefully and thoroughly. Even if you do not win,
it will pay off in some manner." "Profitability is important, but it should not deter us
FROM MAKING SHORT TERM INVESTMENTS to secure that long term.
Reinvest as much as possible. Capital is scarce and expensive. Follow a frugal
dividend policy. Try to maximize what the current clients can
give us. Chances are we have not exploited this potential.
Time changes everything. The most difficult
situations will change, often for the better.

Our WORK IS OUR CHANCE to be somebody
Every day, every hour, every job, we reaffirm our mission
TO BE SOMEBODY
Every business, somebody with a habit of thinking outside the box.
somebody pushy about reaching for the stars.
somebody not acquainted with the word 'impossible'.
Somebody not content with the first right answer, or the best award won.
Somebody in search of the truth at the heart of a
CLIENT'S PROBLEM. our brands to
BE SOMEBODY
who CREATES
work that
moves consumers and moves
CLIENTS' BUSINESSES
in a BIG WAY.

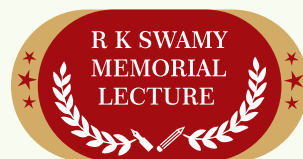
Each one of us wants
to be somebody
Pushy about reaching for
the stars, not acquainted with the
word 'IMPOSSIBLE'. In a sea of sameness, work that
REACHES OUT AND TOUCHES PEOPLE IN EVERY SPHERE
of their lives is a sure way for
Empower
your people.
Unleash their
energy.
Work
consciously
at it.

People
work best in
STABLE
ENVIRONMENTS.
You can never
work too hard.
Enjoy it.
It will
be light.

DOING THINGS DIFFERENTLY.
"It is OK not to do business with
someone. It is not
OK not to tell
them why."
Advertising
can deliver results
disproportionate to
investments. Attempt
to deliver this to clients,
every time. "We can be unique,
but
we
should
not
be
integrity
ugly."
Reciprocate the
client's trust.
Never skimp on
resources for
what you
need to do for clients.
There is no point hunting
where others are also hunting.
Look for unusual pastures.
Develop altogether new
businesses and segments.
You will have a run of such
opportunities for some time, till competition catches up.
"Look for a big tamarind tree and stand next to it.
Enough tamarind will fall down in the breeze that you can pick up easily."

"Be fair and open in your dealings." is **CRIME**.

The Seventh



December 12, 2025

***On the happy occasion of the
Birth Anniversary of Sri R K Swamy***

The President & Managing Committee,
Madras Management Association
cordially invite you to the

7th R K Swamy Memorial Lecture

by

Sri Amitabh Kant

Governance Reformer & Public Policy Change Agent
Former India's Sherpa to the G20
Former CEO, Niti Aayog

Topic:

The Road to a \$30+ Trillion Economy by 2047



Date: **Friday, December 12, 2025**

Time: **6.00 p.m.**

Venue: **MMA Auditorium**

Madras Management Association
Pathari Road, off Anna Salai
Chennai - 600 006.

Registration & High tea: 05.15 pm - 06.00 p.m.



R K Swamy

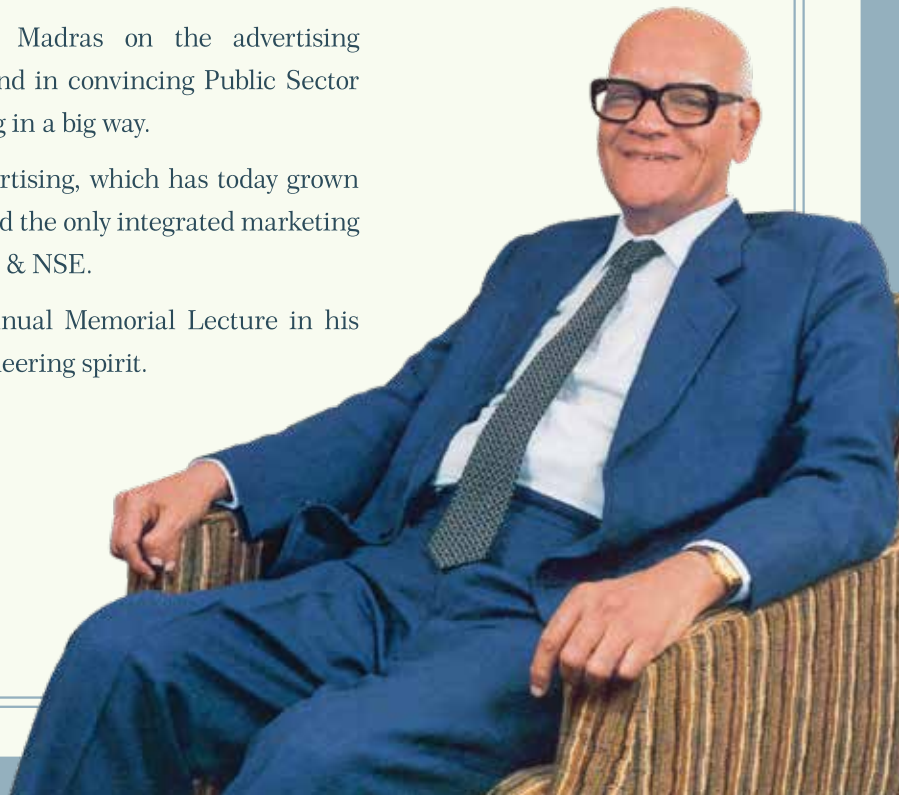
1922 - 2003

R K Swamy was one of the early icons of Indian Advertising. He was that unusual advertising professional coming from a very humble background. His break into the world of advertising happened when he was given a temporary posting at JWT Eastern Limited as a translator from English to Gujarati in 1940 and from then on, there was no looking back for this man of principles and unquestionable integrity. He set up the Chennai branch of JWT in 1955 and built it into a full service agency.

He was instrumental in placing Madras on the advertising radar with his visionary approach and in convincing Public Sector Organisations to embrace advertising in a big way.

In 1973, he set up R K Swamy Advertising, which has today grown into a large, wide-spectrum group and the only integrated marketing services company to be listed in BSE & NSE.

MMA is privileged to bring this Annual Memorial Lecture in his name to remind ourselves of his pioneering spirit.





Mr. Amitabh Kant is a Governance Reformer and a Public Policy Change Agent. He was recently a G20 Sherpa to the Prime Minister of India. As **India's Sherpa to the G20** during India's Presidency of the G20 in 2022-23, he navigated the challenging geopolitical waters, steering the G20 towards a consensus on a decisive and action-oriented New Delhi Leaders' Declaration, an essential document that outlined a clear path for addressing pressing global issues.

Beyond his G20 role, Amitabh Kant's illustrious career spans key senior positions in the Government of India, where he spearheaded initiatives that reshaped the nation's economic landscape. His journey in public service includes serving as the Chief Executive Officer (CEO) of the National Institution for Transforming India (NITI Aayog) with the Prime Minister of India as its Chairman. His tenure also saw him at the helm of the Department for Industrial Policy and Promotion (DIPP) in India and as CEO of the Delhi-Mumbai Industrial Corridor Development Corporation (DMICDC) and Secretary, Tourism Government of Kerala. In these capacities, he demonstrated an unwavering commitment to pursuing reforms, driving economic growth and innovation in India.

Amitabh Kant is a true thought leader and has been a driving force behind numerous reforms and initiatives that have revolutionized India's landscape. Initiatives like Startup India, Make in India, Incredible India, Ease of Doing Business reforms and the Aspirational Districts Program and the Production Linked Incentive (PLI) have left an indelible mark on the nation. His books, including "Made in India," "Incredible India 2.0," and "Branding India - An Incredible Story," have helped shape India's narrative. He has also edited "The Path Ahead: Transformative Ideas for India".

Beyond India's borders, Amitabh Kant has been a member of the Steering Board of the "Shaping the Future of Production Systems" initiative at the World Economic Forum (WEF). He's also a Champion of the EDISON Alliance of the WEF, which focuses on deepening digital inclusion in areas such as health, education and finance for developing nations worldwide. His contributions also extended to the Management Board of the International Transport Forum (ITF), a unique intergovernmental agency for global transport.

He received the prestigious Sir Edmund Hillary Fellowship, conferred by the Prime Minister of New Zealand and is a Chevening Scholar and recipient of the One Globe Award for Leadership in Transforming Governance for the 21st Century. In the dynamic and ever-changing realm of global governance, Amitabh Kant stands as an unwavering beacon of leadership, innovation and transformative change, not only for India but for the world. His journey is a testament to the power of visionary leadership and public policy in shaping the future of nations and the global community.

You are also welcome to join us virtually

www.mmachennai.org/pages/livestream | www.facebook.com/mmachennai
www.youtube.com/madrasmanagementassociationchennai | Audio - Voice of MMA
<https://i-radiolive.com/#!/aod/VoiceOfMMA>