



Mr. Ajay Piramal, Chairman, Piramal Group, Conferred with the Prestigious International Advertising Association's (IAA) Business Leader of the Year Award, 2018

India, July 28, 2018 – Mr. Ajay Piramal, Chairman, Piramal Group has been honoured with the prestigious International Advertising Association's (IAA) Business Leader of the Year Award, 2018. The India Chapter of IAA announced the distinguished winners of the 6th IAA Leadership Awards in Mumbai, India.

IAA India Chapter's annual leadership awards recognize and honour prominent leaders in business, marketing, advertising and media. These awards have 2 distinctive segments - the first segment salutes excellence in marketing over 14 categories, including auto, mobile devices, e-commerce, consumer durables, cellular services, fast-moving consumer goods, food, beverages, home care, retail, banking, finance and insurance. The second segment honours game changers in business, media, advertising and entertainment. 'Business Leader of the Year' is the highest recognition conferred at the IAA's Leadership Awards.

"I am honoured to receive the Business Leader of the Year Award 2018 by International Advertising Association. At Piramal Group, our deep driving desire has been our values of Knowledge, Action, Care and Impact. This value-driven path has helped us create Value for the Group and our stakeholders, and provides us with a purpose of Doing Well and Doing Good. As trustees, we act in the best interest of all our stakeholders, to create mutual, enduring value; and make a positive difference to the world around us." said Mr. Ajay Piramal, Chairman, Piramal Group.

Mr. Ajay Piramal, Chairman, Piramal Group, is amongst India's leading industrialists, philanthropists and social entrepreneurs. He holds several key positions on the Boards of various prestigious regulatory, professional and academic institutions. Mr. Piramal's exceptional contribution to leadership processes and institution building has been recognized by numerous national and international awards and honours.



About International Advertising Association (IAA):

The International Advertising Association (IAA) is a unique strategic institution that addresses the common interests of all the disciplines across the full spectrum of marketing communications from advertisers to media companies as well as advertising and interactive agencies, direct marketing firms and even individual practitioners.

The IAA Leadership Awards honour individuals in the fields of Marketing, Advertising and Media, who have made enormous professional contributions and run successful businesses. The distinguished winners are awarded at the annual award ceremony that sees participation of over 500 senior marketing, advertising and media professionals.

IAA's initiatives like the Olive Crown Awards, Leadership Awards, and IndIAA Awards are industry benchmarks with nation-wide participation from stalwarts. IAA also is known for its interesting and illuminating debates, conversations, industry specific seminars and Emerging Agencies Conclave.

About Piramal Group

The Piramal Group, led by Mr. Ajay Piramal, is one of India's foremost business conglomerates with a global footprint. With operations in 30 countries and brand presence in over 100 countries, the Group's turnover is ~\$2 billion in FY2018. The Group's diversified portfolio includes presence in industries like healthcare, financial services, healthcare information management, glass packaging and real estate. Driven by the core values of knowledge, action and care, the Group steadfastly pursues inclusive growth, while adhering to ethical and value driven practices.

Piramal Foundation, a Section 8 company, develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. In line with sustainable development goals, Piramal Foundation is focused on: Universal primary education, Youth empowerment, Maternal health, child health and non-communicable diseases, and Access to safe drinking water. The Foundation currently works across 21 states and has impacted over 90 million lives till date, mostly in partnership with state governments.

For more information, visit: www.piramal.com

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