

AD gurus come together



I Venkat (left) is felid by K R P Reddy (right) and A Narasimhan



Dancers perform at the gala event



OTS Advertising celebrate after winning the multimedia campaign of the year award



P Narendra (left) of Pragati Offset Printers is felicitated by Bapanna (right) of Kala Jyothi

ADDEX-2008, the presentation of annual awards for excellence in advertising, organized by the Advertising Club of Hyderabad and co-sponsored by Deccan Post, was held at Taj Krishna. The highlight of this year's ADEX was felicitation to senior professionals such as S K Khanna, (retired head of marketing faculty, ASCI), R Neelamegham (MD, Akshara Advertising Ltd), I Venkat (CEO, Nimmagadda Foundation) and P Narendra (Director, Pragati Offset Pvt Ltd) for their contributions to the advertising club.

R K Swamy, BBDO, bagged the highest number of awards at ADEX. The agency's haul included seven golds and 10 silvers for its campaigns for DR Reddy's Labs, Aparna Sarovar, Aparna Constructions, Karvy, Kalanjali and Brisah.

Meanwhile, JWT bagged eight gold and eight silvers in the event for the work it did for Saiyam, Hyderabad International Convention Centre, Apollo and Oakridge International School among others.

OTS Advertising won the multimedia campaign of the year award for its campaign for Lanco Hills, apart from seven golds and four silvers for clients including GVK, Lanco, Singareni Collieries and SA Habitat.

JWT Mindset bagged awards for ADP, Saiyam, Gao, HICC, Share Microfin, Apollo, St Mary's College, Oakridge International School, Ultra Flex and Sharmila's Yoga Zone. ♦



Performers enthrall the audience at the ADEX Awards