

TIMES BUSINESS

RK Swamy steals show at ADEX

TIMES NEWS NETWORK

Hyderabad: RK Swamy BBDO bagged the highest number of awards at ADEX, an annual event of Advertising Club of Hyderabad to honour the creative excellence of advertising agencies.

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 golds and eight silvers in the event for the work it did for Satyam, 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. The club also honoured ad industry veterans in the city in-



CREATIVITY TO THE FORE: Advertising agencies vie with one another to bag honours at ADEX, the annual event of Advertising Club of Hyderabad

cluding R Neelamegham of Akshara Advertising, P Narendra of Pragati Art Printers, I Venkat, CEO, Nimmaguda Foundation, and S K Khanna, its founder-president, for their contribution.