



STAR ALUMNUS - IMT Community congratulates Padma Shri Winner-Shri Praseon Joshi

Praseon Joshi is the Chairman Asia Pacific & CEO of McCann Worldgroup India. He is also a Writer, Poet, Lyricist, Screenwriter and Advertising guru. It was at his alma mater, the Institute of Management Technology - Ghaziabad, that he decided to fuse his love for culture and art and his faculty for the commercial dynamic and make his career in advertising. After completing his MBA, he started his career with one of the world's leading agencies, Ogilvy & Mather in Delhi. In a span of 10 years, he rose to the position of an executive creative director. In 2002, he became the executive vice president and national

creative director of McCann-Erickson. At the age of 35, he was promoted to the Regional Creative Director for South Asia and South East Asia, McCann-Erickson. Within a few months, he was elevated as the executive chairman of McCann Worldgroup India and regional creative director for Asia Pacific.

Praseon Joshi is also a highly successful Bollywood film lyricist. He made his debut as film lyricist with Raj Kumar Santoshi's "LAJJA" and this soon led to a string of highly successful Bollywood films like Fanaa, Rang De Basanti, Taare Zameen Par, Black and Delhi 6. His work for script, screenplay and dialogue writing is highly appreciated in feature film Bhaag Milkha Bhaag released in July 2013. He won the Filmfare Best Lyricist Award for "Chand Sifarish" from the film Fanaa in 2007 and for "Maa" from Taare Zameen Par in 2008. He has won the prestigious National Award twice. He has been awarded Padma Shri by Government of India for his contribution towards the field of Arts, Literature and Advertising.

He also has a string of highly acclaimed advertisements to his credit. Notable are his campaigns for NDTV India (*Sach dikhate hain hum*), Saffola (*Abhi to main jawan hoon*) LG, Marico, Perfetti (Alpenliebe, Chlormint), and the Cannes-winning *Thanda matlab Coca-Cola* campaign with Aamir Khan. His Happydent television commercial is considered by experts as India's best ad till date and was that year listed by the authoritative Bob Garfield of AdvertisingAge as one of his personal choices for the Cannes Gold. He has rightfully earned the title of "The Ad Guru of India".

He has created other acclaimed and award-winning advertising pieces in press and TV for a wide roster of brands like Asian Paints, Cadbury, CNN IBN, Close-up, Ponds, ING and Coke (Ummeed wali dhoop).

Prasoon Joshi has also been a part of advertising for public service campaigns which include Breakthrough Trust's Anti-HIV Campaign, Pulse Polio, National Literacy Mission: child education films, UN Millennium Goals Anti-Poverty Campaign, Anti Child Abuse and Cancer Patients Society against tobacco consumption

In 2014, Prasoon was the first Asian to be the Chairman of the Cannes Titanium Jury. In 2008, he was invited as the Cannes Jury chairman and in 2009, he was named among the exclusive 10-member Cannes Titanium and Integrated Jury at the Cannes Lions International Advertising Festival. In 2006, he was chosen a 'Young Global Leader 2006' by the Forum of Young Global Leaders, an affiliate of the World Economic Forum. He was part of the select three-member Core Creative Advisory Committee for the Commonwealth Games 2010 opening and closing ceremonies.