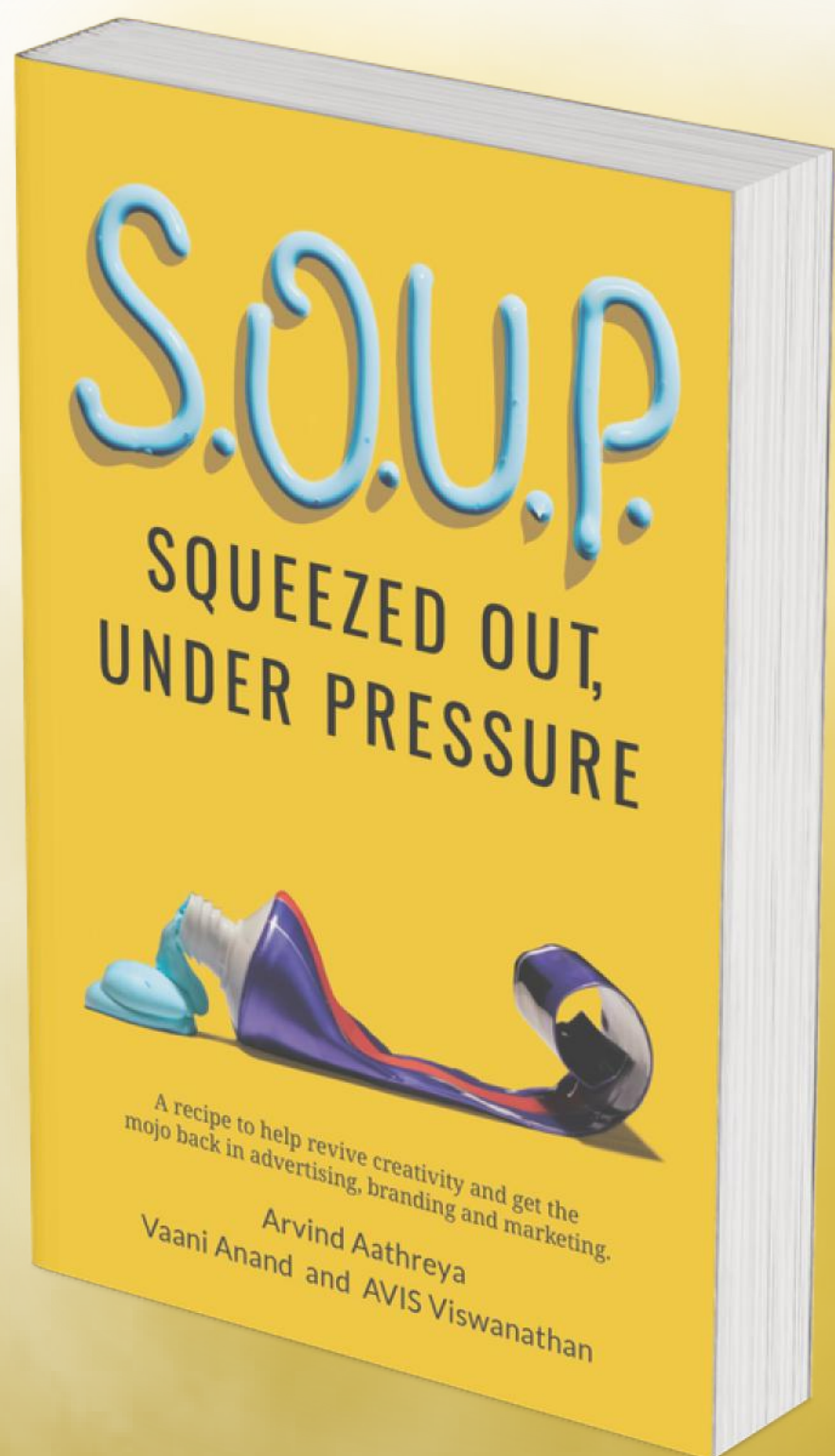


Invitation



DISCUSSION ON THE BOOK

SEP
30
2026

WEDNESDAY

6:00 PM – 7:30 PM

MMA Management Center



Srinivasan K Swamy



Arvind Aathreya



Vaani Anand



AVIS Viswanathan

SYNOPSIS

This is not just another book that you will read and put away. It will urge you to start an important conversation.

This is why the title of the book is direct, to the point and is an invitation to do some soul-searching: S.O.U.P.: Squeezed Out, Under Pressure.

Yes, we definitely believe that the advertising, branding and marketing (AB&M) business is in the soup. With its creative juice running dry, the space faces an existential crisis today. To deal with this critical situation, people in the industry urgently need to take important steps to go back to the basics.

This book outlines those steps. Just as any recipe has a set of steps to be followed to make a dish, this book provides readers simple, actionable perspectives that can help them revive creativity and get the mojo back in AB&M. So, in essence, this is a handbook that offers a time-tested, winning recipe.

We hope that reading this book will lead every AB&M professional to ask important questions – to themselves and to others in the space:

- Are we really being creative every single day?
 - Are we being true to our responsibility as professionals in the industry?
 - Are we in the business of building great, profitable brands?
 - Or are we merely pouring money into the digital medium because everyone else is doing it and because we have a fear of missing out?

Through triggering these and more questions, this book seeks to initiate a meaningful dialogue between creative teams and their clients. It also hopes to invite everyone to work together to restore the space to its former glory.

PROGRAMME

5:15 PM Registration & High Tea

6:00 PM Welcome Address

Gp Capt R Vijayakumar (Retd), VSM

Executive Director, MMA

Overview of the book

Mr Arvind Aathreya

Author &

Marketer and Founder, Firebrand Labs

Launch of the book

Address by the Chief Guest

Mr Srinivasan K Swamy

Executive Group Chairman

R K Swamy Ltd

Authors' in Conversation on the book

Mr Arvind Aathreya

Vaani Anand and AVIS Viswanathan

the happynesswalas™ and authors

Q&A

7:25 PM Vote of Thanks

7:30 PM End of the Programme



Mr Srinivasan K Swamy

Executive Group Chairman

R K Swamy Ltd

Mr.Srinivasan K Swamy is the Executive Group Chairman of Rs.700 crores R K SWAMY HANSA Group, a leading Marketing Services Player in India. The Group Companies include R K SWAMY BBDO, Hans Vision, Hansa Research, Customer Equity Solutions, iVista Digial Solutions, Hansa Estates and Hansa Zone in India and HANSAIGCR and HANSA Marketing Services in the USA. The Group employs close to 1000 people.

Mr. Swamy served as the President of Advertising Agencies Association of India for three consecutive terms. He is currently the Vice Chairman of Confederation of Asian Advertising Agency Associations. He is also a Governing Council member of the Advertising Standards Council of India. Mr. Swamy is a Past President of Madras Management Association. He currently serves as President of Madras Chamber of Commerce & Industry and President of All India Management Association.

Mr. Swamy, as President is actively involved in running the 200 bed, multi-discipline Hindu Mission at Chennai catering to the urban poor and the surrounding rural areas. Further, as Vice Chairman of Valluvar Gurukuam School Society, he is active in running school for 2700 poor students, primarily girls, whose parents have not entered the portals of any school.

Mr. Swamy is a B Tech (Chemical Engineer) and a MBA from Jamnalal Bajaj.



Mr Arvind Aathreya

Author &

Marketer and Founder, Firebrand Labs

With close to 30 years in the marketing world, Arvind has lived through both sides of the marketing coin: the old-school ad days of jingles and josh, and today's tech driven, insight heavy era. He blends the two effortlessly - staying sharp, strategic, and always a step ahead. In 2009, he started Firebrand Labs to do high energy creative work every day and built just that. FBL is where ideas meet execution and filter kaapi meets strategy. A true believer that creativity is forever (unga appa's wisdom meets today's swipe culture). Also, ask him about A.R. Rahman, single malts, or the perfect podi dosa spot and he'll light up.

WhatsApp username: lefthandedrightbrained

email: arvind@firebrandlabs.in



Vaani Anand and AVIS Viswanathan ***the happynesswalas™***

Vaani Anand and AVIS Viswanathan, ***the happynesswalas™*** Vaani and AVIS are ***the happynesswalas™***. Their Life's purpose is Inspiring 'Happyness'™! They are:

- Expert writers and biographers.
- Accomplished speakers and conversationalists.
- Culture specialists.

They distill lessons on Life, Happiness, leadership and purpose from human stories, from the lived experiences of the people around us.

S.O.U.P. has been written and presented by Vaani and AVIS based on several conversations between them and Arvind. In 2023, they wrote 'fabulous. brilliant. loveable.' which chronicles Arvind's entrepreneurial journey while telling FBL's amazing story.

Vaani and AVIS offer a program called Biographies by ***the happynesswalas™***. They have written several biographies in the last few years. They tell stories that can inspire Happiness. Which is, they tell stories of just about anyone – everyday people, celebrities, families, brands and organizations. Vaani and AVIS believe that it is very important that people tell their stories; that individual, family and organizational histories are chronicled. Because otherwise these stories will be lost to time.

AVIS is also the author of Fall Like A Rose Petal and its Tamil translation, Uthirum Roja Ithazh Pola. (Both books are available on Amazon.)

AVIS has been an accomplished journalist in the early part of his career; he has worked with The Indian Express, India Today, Businessworld and Business Today. Vaani has written features for The Times of India, Verve and The Economic Times' Madras Plus.

To know more about Vaani and AVIS' fascinating story please visit www.thehappynesswalas.com.

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MADRAS MANAGEMENT ASSOCIATION



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