



Nagesh Alai
Chairman
Draffcb-Ulka Group, India

Nagesh Alai is a finance and legal professional having over 3 decades of experience in diverse fields. He has a Bachelors in Commerce, a Masters in Commerce, is a Bachelor of Law, a Chartered Company Secretary, a Cost & Management Accountant.

After running his own Accountancy, Finance and Tax practice for eight years & a couple of years' stint with a management accountancy firm, Nagesh joined the Health Care Pharmaceutical major, Boots India (now Abbott) and worked there as a Management Accountant for 6 years before moving to Wyeth, an American Pharmaceutical giant, to head up its finance and corporate law functions. After managing finances, taxes and corporate law matters at Wyeth, he moved to Draffcb-Ulka Group, one of the top 5 advertising agencies then and now a top 3 company in the industry. He has been with Draffcb-Ulka Group for 24 years now and has been a key force behind the Group's sound fundamentals & success. Between 2006 and 2011, Draffcb Worldwide handed over to Nagesh the finance and operational responsibilities of Asia Pacific & Africa region. In the course of a successful stint in that role, Nagesh got an insight into cross border cultures, people behavior and diverse perspectives, so very necessary to succeed in a global village. Over the last couple of years, he has been helming the Draffcb Ulka Group in India, given the importance of the Indian market in the Draffcb Worldwide scheme of things.

Nagesh's expertise in management, operations, finance & legal matters had always been much sought after in the advertising industry. For the past 2 years (he recently stepped down at the end of his two years' term) he has been the President of the Advertising Agencies Association of India (AAAI), the apex industry body with which he has been associated for over 15 years in various capacities in treasury, business practices, commercial, tax and legal matters etc. He continues to play active roles in various industry related matters along with other associations like Indian Newspaper Society, Indian Broadcasting Foundation, Indian Society of Advertisers, Broadcast Audience Research Council, Internet and Mobile Association of India and Ad Club Bombay. He is also on various committees of Confederation of Indian Industry (CII). He has also been involved in the Confederation of Advertising Agencies Association of Asia, over the past few years and he is currently its Honorary Treasurer. For the past one year, on the invitation of the Advertising Standards Council of India (ASCI), he has been serving on its Consumer Complaints Council, to aid in the success of self-regulation in advertising.

Nagesh is on the board of some companies as an independent director. He is on the Board of Trustees of an NGO in the geriatric space and is actively associated with various other charities and NGOs in children education and welfare, girl child development, cancer treatment, etc. He is also on the Advisory Board of a very well-known pan-India NGO involved in the skilling of school drop-outs.