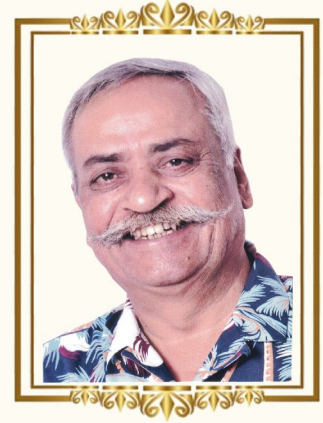


Padma Bhushan



SHRI PIYUSH PANDEY (POSTHUMOUS)



Shri Piyush Pandey had the most transformative impact on the advertising industry. Over the decades, he became a defining figure in Indian advertising, and his influence extended beyond mere creativity to encompass strategic vision, industry leadership, and a profound understanding of cultural nuances.

2. Born on 5th September 1955, Shri Pandey's career was marked by a series of groundbreaking campaigns that set new standards in Indian advertising. His work was renowned for its ability to connect deeply with audiences. Campaigns like "Do Boond Zindagi Ki" for polio eradication, and "Mile Sur Mera Tumhara" were not just advertisements; they were cultural touchstones. His creative acumen was pivotal in shaping the trajectory of Indian advertising. As a leader in the industry, he not only drove creative excellence but also mentored and inspired a new generation of advertising professionals. His role in leading Ogilvy India, Ogilvy Worldwide, his contributions to industry forums and advisory councils demonstrated his commitment to advancing the field. His leadership extended to his involvement in social causes and philanthropic efforts, reflecting his holistic approach to the role of advertising in society.

3. Shri Pandey was named the most Influential Advertising Man in India by Economic Times, the leading business daily, 14 years in a row. With over 800 national and international advertising awards, Shri Pandey was the most awarded Indian in the world of advertising. In 2002, he became the first Indian to bag a double Gold at the Cannes Lions International Advertising Festival. He was honoured with the 'Lion of St. Mark' award at the Cannes Lions International Festival of Creativity in 2018. This marked a historic moment for the Indian advertising industry. He was the first Indian/Asian to be announced by the London International Awards (LIA), as the person to win the 2024 Created for Creatives Legend Award. This award is given to a leader of the industry, who through their talent, vision and generosity has demonstrated outstanding creativity. He also was the first Indian/Asian to be named Lotus Legend at ADFEST 2024.

4. Shri Pandey was awarded the Padma Shri in 2016. He was honoured with the Lifetime Achievement Award by India's premier advertising body, the Advertising Agencies Association of India (AAAI), in 2010. He received the Rajiv Gandhi Award for his excellence in the field of advertising and communication, in 2002. He was also honoured by esteemed cultural institutions, receiving the Maharaja Sawai Madho Singh II Award (2014) from the Royal Family of Jaipur and the Maharana Mewar Foundation Award (2015). His work will always inspire and influence the advertising landscape, reinforcing his status as a true pioneer in the industry.

5. Shri Pandey passed away on 24th October, 2025.