

## Youngistan ka VOW

PRESENTING THE NEXT GEN OF INDIA'S  
ADVERTISING BUSINESS, AND HOW THEY ARE SET  
TO TRANSFORM THE ESTABLISHMENT

**W**HEN Tata Tea's campaign Jaago Re was creating buzz for its bold initiative, a media executive sitting in Bangalore was smiling all the way. For Debarghya Mitra, 34, whose career has been "a decade of fast growth", the Tata Tea campaign was another perfect win in a steady innings that includes work for clients such as TVS and Levi's.

"Youth normally comes with a lot of unspecified optimism and a lot of arrogance," says Punitha Arumugam, chief operating officer at Madison Media. She adds that executives such as Mitra succeed because they are rational, balanced and are "not just brilliant themselves, but always motivate people in the system as well". On his part, Mitra is trying to do more of that. "The remuneration agencies get for the intellect and hard work is too little. It is time all agencies came together and made a unified pitch for it," he says. Now, that could need a lot more than another Jaago Re campaign.



## Advertising's

# NEXT GEN

HEARTY  
CONGRATULATIONS  
DEB

for being amongst the  
10 youngsters to be  
featured in Business  
World's list of Next Gen  
of Indian Advertising.

GOPAL K.