

# THE *Khumaar* EXPRESS

## ADVERTISING & MUSIC

CELEBRATING 12 GLORIOUS YEARS

SATURDAY 10<sup>TH</sup> FEBRUARY 2018



**Pradeep Guha**  
Managing Director, 9X Media Pvt. Ltd.

### Wah Pandit!

bent candidate in West Bengal assembly elections and became the Finance Minister of the State. Since Information & Broadcasting, our nodal ministry is a Union subject, Bipin's next berth could well be in New Delhi. Jokes apart, I have known Bipin since the early 90's and have seen him grow in volume and stature in equal measure. Bipin and I worked as a team for a full five years when I served on the Committee; first as the Chairman of the

The only other person I know whose name was synonymous to a trade association rose to become a giant killer when he defeated the long standing incum-

Programmes Committee and then as President of the Club.

Since Bipin had just about joined the Club at that time, I found him to be a very fast learner and a strong team person. Being an accomplished singer and a host, Bipin is naturally skilled in organizing events, a quality held in premium at the Ad Club. During my Presidency at the Club and subsequent Chairmanship of AdAsia, Jaipur, I found Bipin to be a true asset as an able assistant. Twenty years later, with Bipin at its administrative helm, the Ad Club is obviously in safe hands. He is now quite adept at turning quite a few Presidents to be his able assistants. And all for the right reasons! More power to you, Panditji.



**Piyush Pandey**  
Executive Chairman & Creative Director, South Asia | Ogilvy & Mather India

### Who says there can be only one Bipin?

Inside Bipin Pandit, there are many, many Bipins. A Bipin that makes the Ad Club Mumbai and its multiple

activities work smoothly and wonderfully, a Bipin that sings, a Bipin that mimics and a Bipin that breathes cricket every moment. But even greater than all these Bipins is Bipin the human being, the friend and the Bipin that can be reached 24 x 7. I admire all the Bipins within him and pray that his energy levels keep going up and up.



*It has been a long & fruitful association which has helped me to grow as a professional on all fronts. Learning has never cease to exist.*

Having been in a unique position of having 16 bosses every year, none of them below the cadre of CEO, MID, CMO and Director, the challenge was always huge as every one of them has a different approach further they are keen to contribute and leave a mark. However I found all of them to be receptive and encouraging. I have never encountered any problems in dealing with the biggies.

I thank God of giving me the energy to be the point person behind **260 events organized by The Advertising Club**, some of which are events like Abbys, Goafest, Emvies, Effies & Marquees just to name a few. It has been quite a challenge to be the go-to man for

- 10 Abbys,
- 10 Goafests,
- 17 Emvies,
- 17 Effies,
- AdAsia 2003, Jaipur
- 9 other AdAsias

The India Advertising Festival was also a very demanding event. The newly instituted Marquees certainly hold lots of promise in the years to come.



The complete automation at The Advertising Club, paperless judging process, spreading the net & working at Delhi, Bangalore have also been exciting challenges well met.

My sincere thanks to God, my family members, seniors and friends from the industry and committed team of staff members for all the help.



**Sam Balsara**  
Chairman | Madison World

Bipin for being a constant factor in driving all initiatives, be it The Abbys, The EMVIES, The Effies or the Marquees, GOAFEST etc. He is the Lakhan to any Ram that he decides to tag himself to. I wish Bipin all the very best for his musical night "Khumaar" and also for a fabulous 2018.

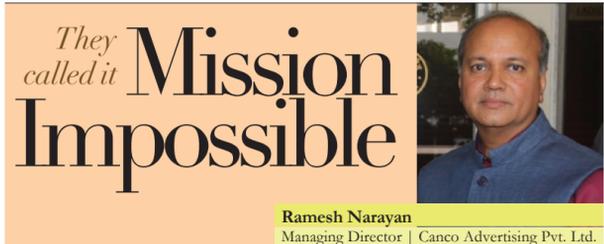


**Raj Nayak**  
Chief Operating Officer | Colors - Viacom 18 Media Pvt. Ltd.

### My name is LAKHAN!

I have known Bipin Pandit for almost two decades now and what struck me most about him is his consistency over the years. He has been the fulcrum, the anchor of the Advertising Club of Mumbai and has managed to shoulder responsibilities with various Presidents and bring in continuity for the Advertising Club,

while at the same time, driving the vision of every new President. I worked closely with him during my tenure at the Advertising Club and I found in him a man of action who was par excellence - executing stuff diligently and with finesse. He is probably the most well-known person in the Advertising Community having a personal equation with Advertising Agencies, Clients and Media at all levels. He is very comfortable rubbing shoulders with the Managing Director or the lowest executive and he does it with equal grace and charm.



**Ramesh Narayan**  
Managing Director | Canco Advertising Pvt. Ltd.

### They called it Mission Impossible

I must rewind a bit to set the context. Till 1996, the AdClub Bombay (as it was called then) operated with Secretaries who were retired gentlemen. These part-timers did the best they could do for the Club, but it was felt there was a need for someone full-time. And in an ideal world, someone young and dynamic who could resonate with members and think the way the Managing Committee of the day felt. Now you see why the quest for such a person was seen as Mission Impossible. Anyway, I was the President then and I set about meeting prospective candidates. I would not be exaggerating if I say that I conducted a very brief interview with a young I.T. profes-

sional and decided to propose his name to the managing committee. There were a lot of questions about what an I.T. person would do in a creative industry, and about how long would a young professional last in such a set-up. To cut a long story short, Mr. Bipin Pandit was appointed as the Executive Secretary of the Advertising Club Bombay. I have worked with Bipin as his President, as Chairman of the Abby Awards Committee in Pradeep Guha's term as President, as Chairman of the Planning Committee of AdAsia 2003, where the AdClub Secretariat functioned as the Congress Secretariat, fleetingly when the AdClub mobilized delegations to AdAsia over the years and more recently, for two terms where I was

Chairman Awards Governing Council of the Abby Awards at Goafest. So, I can say confidently that I worked with him quite a bit. In most aspects he hasn't changed at all. The booming voice that cheerily greets you, the very prompt, almost instant reverts to questions posed, the never-say-no attitude and the capacity to motivate and lead his team. But something has changed. For the better. Bipin has grown as a person. He has learned to cope and in fact flourish in an environment where his bosses keep on changing. He is now seen as that one constant factor in The Advertising Club that is very reassuring for its members and those who deal with it. In fact most Presidents' rely on him for most things. And rightly so. The fact that he is now COO and leads a young and active team is entirely to his credit. The way he handles the logistics of the Abby Judging, the Effies and Emvies is worth seeing. I wish him well and as our industry grows and The AdClub grows I look forward to seeing him grow even more in stature as well. It is not for nothing that I say with a degree of immodesty that my single gift to the Advertising Club is Bipin Pandit.

## Bipin has a unique creative side outside his AdClub work.



**Dr. Bhaskar Das**  
Executive President  
Dainik Bhaskar Group

I know Bipin Pandit for the last two decades and had the opportunity of engaging with him actively during the same period. One thing hasn't changed over the years viz. Bipin's indefatigable energy, passion for his work and the institution that he represented and an ever smiling face that made him endearing to all and sundry. Bipin joined the AdClub (then Bombay) as an Executive Secretary in 1998. At that relevant time AdClub was small in size and influence. It had only one major marquee show, the ABBYS and its members used to get engaged with monthly meetings deliberating on how to expand the Club's spheres of impact amongst its fraternity. Besides, the Club used to hold an annual quiz show and a periodic educational series for its fraternity. Today AdClub has a plethora of experiential platforms that have become tent pole in the industry circle - for example, Emvies, Effies, Marquees, Goafest, AdAsia, a Young Achiever's Awards, Educational

Workshops etc. Bipin has always been a trusted point person for 17 Effies, 17 Emvies, 10 Abbys, 10 Goafests, 10 AdAsia Conferences and many more. Bipin's contribution has been complimented by Effies, New York, APPIES IAS Singapore, AdAsia - Singapore and Malaysia. Bipin has a unique creative side outside his AdClub work. He is a stage artist of repute with 1000 shows to his credit both as a compere and mimicry artist. Bipin's own musical nite KHUMAAR has been a marquee event in the entertainment industry. KHUMAAR comprises of 20 artists today and has become a platform for budding artists to be catapulted into higher orbits in their career progression. Bipin has also authored a coffee table book on KHUMAAR which has comments from Bharat Ratna and the legendary cricketer Mr. Sachin Tendulkar. Bipin has always been a conscientious person and didn't forget to share his learning with the student fraternity. He has trained 500 students on events and has lectured at various colleges. He has been featured for his contributions in trade magazines like Campaign India - A list for 5 times. From the above it is clear that Bipin has a multifaceted persona that straddles an array of talents ranging from music, cricket, food and of course industry work. If you want to know more about Bipin, you may go to his website www.bipinpandit.com. In a world dominated by shallow and fleeting passion, Bipin stands rock solid in his values and passionately pursues his dreams.



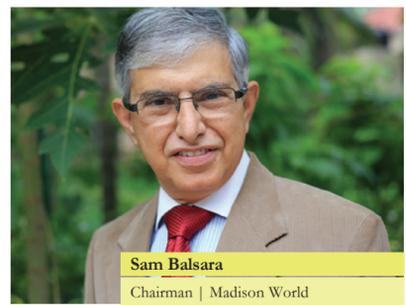
Few glimpses from the past.

"No amount of words will be good enough to thank this ever smiling man for converting my dream to bring out the supplement of Khumaar Express into reality. A big thanks is due to Sakal Papers & Pradeep Dwivedi for their very fine gesture." - Bipin R Pandit

## The legendary music show of the Indian advertising industry.

"I have known Bipin for almost 20 years and would like to heartily congratulate him on his completing 20 years with The AdClub. During his 20 years the Club has grown by leaps and bounds, no doubt due to the able and stable leadership provided by Bipin at the Secretariat. As you all know Bipin is a multifaceted personality and his interests in music and mimicry are well-known. His annual music shows in which we have all participated are now legendary. No doubt, Bipin's interest go beyond advertising and go a long way in making him an able and colourful personality, which helps him to more ably conduct the affairs of The AdClub.

Here's wishing him continued success with The AdClub.



**Sam Balsara**  
Chairman | Madison World



**Pradeep Dwivedi**  
CEO, Sakal Media Group



## Bipin Pandit: The go-to man for the advertising industry

Out of the 20 years Bipin has been at The Advertising Club, I have known him for at least a



**Srinivasan Swamy**  
Chairman & Managing Director  
R.K. SWAMY BBDO Pvt Ltd

decade. Oddly I never became a member of this institution, partly because I don't live in Mumbai and partly also because I never was actively asked by anyone to be part of it. I am acutely aware of the privileges the membership to this club provides, but with the warm relationship I enjoyed with the successive Presidents and with Bipin, I was always enthusiastically welcomed to every major event of the club. Turning to Bipin, he is known for

his quiet efficiency and giving attention to details to flawlessly handle all the major events of the Club. His PR qualities endear him even to his adversaries. He runs the Ad Club secretariat with an iron hand but with a kind heart. His networking skills with the senior members of the Marcom fraternity is well known and therefore he can reach out to anyone and get things done. He can be colourful, sometimes

boisterous, but is never known to be rude to his industry colleagues. His infectious optimism made him popular with the many Presidents and the Managing Committees he has worked under for two decades. If you want anything done in the industry, be it delegate promotion for AdAsia, or getting an event going, he is the go-to man. I wish him all the success and many years of fruitful service to the industry.

## The backbone of AdClub.

I have known Bipin Pandit for a really very long time and his diverse and multi-talented personality never ceases to amaze me. He does a



**Shashi Sinha**  
CEO | IPG Mediabrands

wonderful job of running the Advertising Club – being its back-bone , and apart from running the day to day activities of the club, he also runs some very prestigious events for us like the Effie awards, Abbies, Emvies , Marketing awards to name a few . Not only do these awards require effort and dedication, but also an ability to manage and carry along the large and very diverse advertising industry. No wonder he has completed 20 years with the Ad Club very effortlessly. In addition he has time for his passion of music and unfailingly he hosts Khumar, which my wife and me always enjoy. Wishing Bipin many many more years of being part of the Ad Club and enjoying the goodwill and popularity he has earned of the advertising industry.

# MELODY IN THE MIMIC

“  
**As I said in the beginning; Bipin Pandit galat hain, Pandit Bipin sahi hain. "Nashe ki kya zaroorat jab ho nashili Khumaar**  
”

Bipin Pandit would have been better off named Pandit Bipin. Seriously I have known him since I lost my way into the Advertising World in 1990 and got to meet him soon after as a key operating functionary in AdClub whilst attending one of the high tea knowledge sessions that it used to have many moons ago. Cut to chase, activism in the industry saw me working closely with Bipin during the several years that I was in the AdClub Executive Committee. What stood out clearly was an efficient administrator harnessing resources and delivering on the various objectives and initiatives of the Club like a well-oiled machine. He is a smooth operator indeed, but not the only

variety certainly. Its true Bipin never had one boss given the annually changing pro bono leadership at the Club, but it is more true that but for Bipin there would be no continuity of execution at the Club. As the largest individual advertising and media fraternity club in the world, AdClub has come a long way and Bipin has rightly been crowned as the COO of the Club. His networking ability is noteworthy and is of immense value to the Club. Hopefully, he will develop a second line to pass on the mantle. Let's come to the more interesting aspect of Bipin now. A mimic par excellence, he can have you in splits and wonderment with his take on various industry and film personalities. He follows Bollywood closely, more particularly the memorable and soulful songs that pervaded it between the 1950s and 1990s. Little wonder that he can hold forth on the great singers and musicians like Rafi, Kishore Kumar, Manna De, Lata Mangeshkar, Asha Bhosale,



**Nagesh Alai**  
Founder & Principal Counselor  
Independent Business & Financial Advisory

Shankar Jaikishan, LP, R D Burman and several other greats of those melodious days. His conviction and passion for film music has seen him embark on a great music initiative called Khumaar, which will be having its 12th edition in February 2018. Through this initiative, over the years, he has introduced to the music world several young singers with outstanding tone and timbre who belt out these old classics for an enthralled audience. I have attended this music fest over several years and qualitatively it has kept growing. Bipin's passion for music shows as does his passion for mimicry when he holds the floor as compere at the annual Khumaar music fest. Pitiably, an outstation engagement will see me miss Khumaar this year. But it has already set me humming



**Kaushik Roy**  
President Brand Strategy & Marketing  
Communication | Reliance Industries Ltd.

## THE ESSENTIAL MR. PANDIT

never fail to critique the advertising campaigns). With Bipin's arrival in the Ad Club, we suddenly found some welcome changes, the most visible was the food that he ordered for our meetings. Everything about the Ad Club became very methodical and disciplined. Bipin, with his inclination towards the internet, promptly got the Ad Club website off the ground. And his booming voice came in handy to call tea meetings to order. And why not, Bipin soon revealed his histrionic talents and spared none when it came to mimicry! I, as a relatively young President of the Advertising Club, had many challenges to face, and the biggest one was to make the Abby the most coveted creative award of the industry – in those days we had a fair amount of competition. During this challenging phase of the Ad Club, it was very reassuring to know that the administrative side of the

Club was always in the safe hands of Bipin and his team. Here I must mention that Arati provided great support to Bipin, especially for him to settle down in his new office. Within a year of his joining, the Ad Club under my leadership, took a huge leap of faith in trying to orchestrate an advertising festival to mark the new millennium. I must say that the two full days spread across the Nehru Centre and the NSCI stadium was a daunting task for the secretariat but Bipin was right behind me to make it a grand success. With this, the Ad Club had ensured that the Abby was indeed the only Indian creative award that agencies would aspire for. And the rest is history in which Bipin has proved that he truly loves advertising, as has stood by like a rock to take the Ad Club to staggering heights. I am certain we can expect a lot more in the coming years from Mr. Pandit.

## The man of many talents.

Bipin does it straight from the heart. A multifaceted man – singer, raconteur, networker, project manager – whatever he does, he does with passion. The AdClub is an institution, as is the man who has stewarded it for the last 20 years. I wish you all the best, Bipin.



**Vikram Sakhuja**  
Group CEO Media & OOH | Madison India

Yes – that's my one line description of Bipin. He loves this industry more than most people I know from the industry. And that love gets reflected in the way he handles the AdClub and especially all the awards – Effies, Emvies, Abbys and of late, Marquess.

He is a gifted organizer – when he takes over, the blood pressure of everyone around gets lower. And he keeps on bettering himself and the Club's functioning year on year. Today, most things handled by the Club run like clockwork and Bipin has made it possible by introducing a lot of automation and process improvements. But more than that it's his love and commitment to this profession and creativity, in general that makes everything organized by him so great and enjoyable. Bipin and I have discussed many times our childhood batting hero – G R Vishwanath. Like Vishy, Bipin likes to play it with finesse. So it's always rewarding to watch him in action. I wish him all the best in his life.

## Bipin Pandit – A man who lives King size!

I will always picture Bipin Pandit as the man who has a beaming smile and one who is immaculately dressed in colors that in a way define his personality ... bright and bold. His witty comments that make you guffaw in loud laughter ... his amazing knowledge and passion for the game of cricket ... his marvelous mimicry of the old Hindi actors of yesteryear and of course his incredible passion for Indian Music and old Hindi songs make him a man of many hues and loved by one and all. My professional relationship with Bipin Pandit who is the Chief Operating Officer of The Advertising Club extends to over a decade now, and I have been told that he is now celebrating his 20th year with The Advertising Club of India this year ... for which I extend my heartiest congratulations to him on this fantastic roller-coaster ride for two decades. Bipin has always been synonymous with The AdClub as it has been more popularly known for many years, and has steered the organization with his sheer grit, determination and commitment, through its many trials



**Pratap Bose**  
Founding Partner & Chairman  
The Social Street

and tribulations. I have seen the organization grow in size and stature over the years and Bipin through his sheer dint of hard work has played a stellar role in that growth. In my tenure as the President of the AdClub I often sought Bipin's counsel and advice, for which I will always be forever grateful. Bipin ... I wish nothing but the very best for your 12th Khumaar show and all that I want to say is ... Hazaaron khwahishen aisi ki har khwahish pe dum nikle. Bahut nikle mere armaan lekin fir bhi kamm nikle.

## KHUMAAR IS TRULY A WORK OF PASSION.

Hearty Congratulations to Bipin Pandit for completing 20 Years with AdClub and his pioneering musical nite 'Khumaar'. I have worked closely with Bipin during my term as AdClub President and have immense admiration for his ability to pull off one event after another, in spite of all the challenges thrown up by the myriad ways of ad folks. His Khumaar is a work of passion for Bipin and in his journey he has managed to carry along the entire AdClub community. Each Khumaar event is not only a celebration of great Hindi film music, but is often a get-together of advertising professionals in a totally

non-advertising environment! I wish Bipin and Khumaar many more decades of happy singing!



**Ambi M G Parameswaran**  
Brand Strategist & Founder  
Brand-Building.com

## The friend of advertising



**Partha Sinha**  
Vice Chairman & MD  
McCANN WorldGroup India



## A MUSIC PLATFORM LIKE NO OTHER.

**Rajesh Jejurkar**  
President – Farm Equipment Sector  
Mahindra & Mahindra Ltd.

I have known Bipin Pandit for many years and he has been a good friend not just to me but to almost everyone in the industry. Bipin Pandit is COO of the AdClub and has been associated with it for over 19 years. The AdClub events are benchmark events with the highly

acclaimed EFFIEs being an international one. Bipin balances his experience and knowledge with humility, believes in doing things differently and has contributed in a big way on many fronts including total automation and computerization at the AdClub.

Bipin with his youthfulness, a fun loving disposition and a good sense of rhythm has been associated with the music world from a young age. He founded his own group 'Khumaar' which has stalwart artists and is well segmented between Solo, Qawwali, Classical, new Hindi songs to provide quality entertainment. In order to give back to society, Khumaar has tied up with 'Light of Life', a NGO which helps people from all walks of life. Bipin has trained a number of students on events and encourages young artists/talent by giving them an opportunity to perform through his platform 'Khumaar ki Khoj'.

## Sutradhar Bipin!

Bipin Pandit has been a central figure in the growth and expansion of activities of the Ad Club Mumbai. I have known him for the entire two decades that he has served diligently at the Ad Club Secretariat. Starting early as a real eager beaver to today as a 'Sutradhar' of the Club's activities, Bipin takes his job absolutely seriously and brings much, more to the party! Yes, his musical shayris is just one more facet of his multi-talented personality. It is essentially his ability to bond with every member, and

make them feel welcome and 'at home' in the largest Advertising Club. Here's wishing Bipin all success on completion of two decades at the Club, and hoping to see him around for many more.



**Ramesh Iyengar**  
MD | Select Direct  
Marketing Communications Pvt Ltd

## A WALKING ENCYCLOPEDIA OF RAFI SAAB AMONG OTHER THINGS.



**Arvind Kumar**  
Executive Director  
The Advertising Club, Bangalore

My Friend Bipin Pandit is a multi-faceted and talented person. He is truly blessed to have such a wonderful nature of making friends and everyone happy. He has great interest in Hindi film music, especially of yesteryears and is a walking encyclopedia of Rafi Saab. I am yet to come across a person who has such a passion for Rafi Saab's music as Bipin does. I am delighted to know that his show KHUMAAR is celebrating 12 glorious years. He is equally passionate about cricket, his other love and can rattle off details of matches and records of legends like Sunil Gavaskar, G R Vishwanath or Sachin Tendulkar. His in-depth knowledge of the players and the game is to be heard to be believed. He has also been doing some terrific work for The Advertising Club Bombay for nearly 2 decades now and is clearly the face of the Club. I really admire his dedication and unwavering commitment to the activities of TAC and improvising year after year. In this time & age, it is rare to find such committed people like Bipin and may he continue to flourish and may his show KHUMAAR celebrate many more decades of entertaining the lovers of Hindi music.

# Bipin is a true source of inspiration for many.



**Tarun Katial**  
CEO | BIG FM

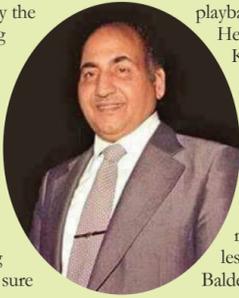
Advertising Club is what it is today due to the wealth of knowledge contributed by key personalities, one of them being Bipin R Pandit. He has maneuvered the advertising community to a more credible platform enabling an exchange of insights and recognizing excellence in this field. His intriguing persona, expertise and the drive to follow his passion has

been a true source of inspiration for many. He embodies a spirit of sportsmanship, solidarity and is a thorough leader. His ideology of utilizing the power of advertising to create social awareness resonates well with the media and brand marketers. He continues to influence brands to operate more consciously when it comes to advertising. Bipin R Pandit

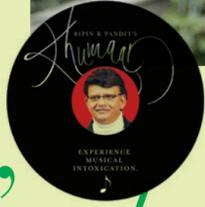
is all about creativity and stands for never losing out on the creative aspect of advertising while trying to keep pace with the fierce competition, and that's what sets him apart. A powerhouse of talent, his prolific career is not just limited to the realm of advertising industry but extends to the world of music as well. A stage artist of great repute and the man

behind bringing quality music and songs to corporates with 'Khumaar' - a musical concert, Bipin R Pandit wears many hats. His sincerity, humility, honesty coupled with pro-activeness and straightforward ways to drive the industry, make him 'The Bipin R Pandit' that we all have come to recognize. Best wishes for your event!

A fakir who passed the house of a young boy singing a particular song everyday became his idol. The fakir knew that a young boy followed him everyday. One fine day the fakir asked him to sing what he had learned. The young boy sang the same song which the fakir use to sing. After hearing, the fakir blessed him and said one day your voice will rule the universe and you will become a very big singer. The fakir I am sure



Khanna, Guru Dutt, Amitabh Bachchan, Jitendra, Dharmendra, Vinod Mehra Jhonny Walker Mehmoood and not to forget Kishor Kumar they all benefitted from the playback of this great singer. He sang for Prithiviraj Kapoor, Raj Kapoor, Shammii Kapoor, Shashi Kapoor, Randhir Kapoor and Rishi Kapoor. Had he been alive, he would have sang for Ranbir Kapoor as well. I am not taking into account lesser names such as Baldev Khosa, Mahipal and



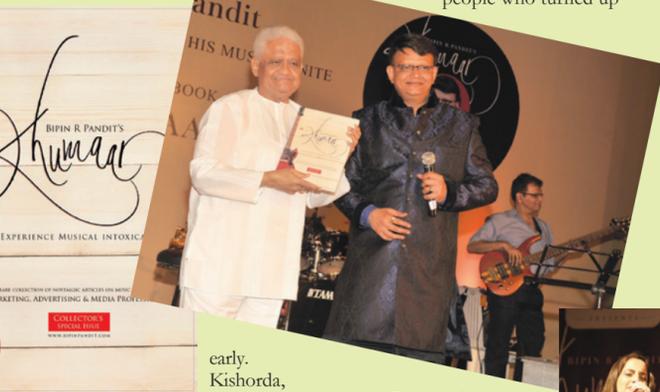
Rafisaab could sing Romantic songs, sad songs, hard core Classical numbers, semi classical numbers, Bhajans, Qawwalis, Sikh Gurbanis, Muslim Nad with equal ease. Simply put there will never be another Rafisaab because God never duplicates. Superstars have come and gone but the number of people who turned up

# RAFISAAB, cricket and me.

was a messenger of God. What the fakir had voiced was also echoed by K.L. Saigalsaab who heard the kid and said this boy will go on to become a very big singer. Rafisaab came to Mumbai, use to do riyaz on Chowpatty least his singing disturbed the neighbours in Bhandi Bazar. Suriyaa the superstar and lead singer of her time heard Rafisaab singing at Chowpatty and offered him a room in her house for riyaz. The rest as they say is history. I have not heard a more melodious voice than Rafisaab's in the world of playback singing. He is the only singer who gave an impression that the character on the screen is singing the song. Such was his versatility that I am even prepared to rate him the best impersonation artist ever. He use to call the actor before recording make him say a few words and that use to be enough for him to become his voice while giving playback for him.



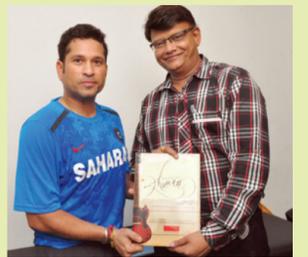
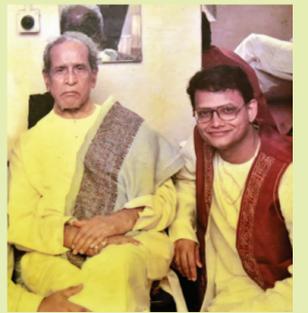
Parikshit Sahani and many others. You have to simply bow down to the adaptability and versatility of the man. Simply put Rafisaab's voice made superstars. He taught other singers that you have to forget your own voice and match it with the actor on whom the song is picturized. All his great peers told their kids to follow the singing style of Rafisaab and nobody is excepted here. His voice had divinity and piousness and there was nothing frivolous about it. I feel there is depth that you associate with the songs of Rafisaab. I also imagine that God must be listening to him when he sang keeping his work aside and he could not afford to do that pretty often, hence he called him up so



early. Kishorda, Manna Dey, Hemantda, Mukesh, Talatsaab and Mahendra Kapoor all legends in their own right and truly great singers but all of them had special things to say for the one and only Rafisaab. They all were very vocal in their praise for Rafisaab hailing him as the ultimate singer. Just hear him sing duets with the two great sisters, his voice and style stands out. Harkats, Murkis and feelings in a song were his forte. Add to that a voice that, compelled people to label it as God's own voice. No wonder when a criminal to be hanged was asked what is his last wish he said please make me listen to Rafisaab's "Oh Duniyaa ke Rakhwale".

for Rafisaab's funeral is unprecedented. It did speak volumes about their love and affection for the legend. In my books to compare him with any other singer is sinful and surely I will never do it because Rafisaab is incomparable both as a singer and also as a human being. His songs had expression and adagee. He could be different and also roar like a lion in front of the mike. Rafisaab's biggest attribute as singer has been his ability to act while singing the song. He

conveyed so many things while singing the mood be it happiness or joy, contempt or affection. He also had the ability to portray the environment through songs. My all time favourite batsman 1. Sachin Tendulkar : easily the best batsman I have seen from India. He was aggression personified during his earlier days and went to the crease with the sole objective to dominate. His conduct was exemplary, hence he remains a darling of all Indians. 2. G.R.Vishwanath : He specialized in bailing out India during crisis. He was one batsman who scored hundreds on wickets where no other Indian batsman could see the ball, leave aside playing it. His artistic batting made him the most watchable player and like Sachin he loved to dominate from the word go. Given their middle-class background, both these batsmen batted like millionaires. Vishy as he was famously called was poetry in motion. A truly match winning batsman as he was unstoppable when on song. 3. Sunil Gavaskar: The best opening batsman in the world. I haven't seen Barry Richards but of those I have seen, Sunil Gavaskar stands out for his flawless technique and steely resolve. A very difficult player to dislodge as his batting was devoid of any risk. Neither very adventurous nor very attacking, he would play a very very long innings. His power of concentration was of the highest order.



Bipin R Pandit is the Chief Operating officer of The Advertising Club and Founder, Organizer and Comper of Musical nite Khumaar. He has authored a coffee table book Khumaar on music. You can get in touch with him on 9820191077, Panditbipin@yahoo.com, www.bipinpandit.com or @BipinRPandit on twitter



## Zindadili + Khumaar = Bipin Pandit

My association with KHUMAAR and thus with Mr. Bipin Pandit goes long back. It's a decade now; I have seen and been a part of Khumaar right from its inception. Actually the name itself intrigued me for the first time because it was very very different unlike the title of other shows I have done. But Khumaar the name itself will exactly reveal about the passion, the enthusiasm, the contagious

## Khumaar makes me happy!



I look forward to our dear friend's Bipin's Khumaar every year. Khumaar is a delight in every way. Five stars to every aspect of Khumaar; the song selection, singers, the musicians and the host Mr Bipin Pandit, all are exemplary. The sincerity of the performers moves me and always makes me smile. Khumaar makes me happy! Khumaar ably brings alive a musical era bygone, an era of musical classics of Hindi cinema that are milestone compositions. Thank you Bipin for all your effort to bring the best of yesteryear Hindi cinema music to us and for giving us Khumaar!

energy, the excitement, the ecstasy you feel whenever you see Bipin Dada on stage! That's exactly because he's so passionate about music, Rafi Saab, Cricket, Sachin Tendulkar, mimicking Nana Patekar and the best part is you are not just a mere spectator but you get intoxicated when you watch Khumaar and Dada on stage. And this X factor what I call, makes Khumaar and Bipin Pandit distinct and very different from the regular shows you get to see. And apart from his presence on stage I just admire him for his personality because he connects, appreciates and applauds every artist (professional or upcoming) and makes me feel a part of his family. I am really grateful to Dinesh Ghate to have introduced me to Bipin Dada who is a great friend, like a family and a big support to me! Once you meet him, you can never forget him....full of life!!! Loads of love and hugs to him.

## CRICKET, MUTTON BIRYANI AND OF COURSE, MUSIC.

My relationship (friendship, actually) with Bipin Pandit is built on three pillars – Cricket, Mutton Biryani and of course, music. Having been a part of the cricket industry (as a player and, later as an analyst) and the music industry (being part of India's # 1 music family many moons ago and, professionally thanks to Music Television, MTV), I've developed a few self-derived opinions and biases. Having seen/heard the legendary quartet - Mohammed Rafi, Lata Mangeshkar, Kishore Kumar and Asha Bhosle –sing 'live' into recording mikes at Film Centre, Mehboob Studios and Famous Tardeo and having played with the icons –Sunil Gavaskar, Dilip Vengsarkar, Sandip Patil, Sachin

## The musical nasha stays even a few days after the show.

Khumaar is all about being elevated to a different mental state of "Musical Intoxication". You are on a high a few months prior with anticipation and you stay feeling high a few days after the show. The musical talent accompanied by Bipinji's unique blend of shayari and knowledge of music is what leaves every listener spellbound and wanting more. Here's to more Khumaars in the future and my very best wishes for Bipinji!



Pranjal Khalap  
Microsoft Singapore

## KEEP BATTING, BIPIN!



Mitrajit Bhattacharya  
President & Publisher  
Chitralakha Group

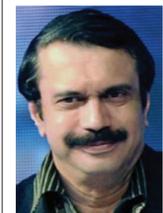
Bipin and I go back many years. Have travelled to many places together to attend various industry events. And over the years have become close friends. One activity that is a must in these trips is a singing session with Bipin in the lead and everyone joining in. I remember

awesome discussing Bipin's primary muses Rafi Saab and Vishy. I have been honoured by the Bombay AdClub to serve as a Jury for the PR Awards that are bestowed each year during the Abby's. For the past five years that I've been part of the Jury, I've seen how Bipin stresses on core values viz. transparency etc. while bonding with my peers during our meetings. The lengthy and sometimes arduous process of judging becomes easy and enjoyable thanks to Bipin's gentle (but firm) interventions not to forget the sumptuous lunch. As someone who has been associated with music at a personal and professional level for many years, I confess that 'Khumaar' is an event I look forward to each year. As a promoter and impresario, Bipin (through Khumaar) has enlightened us with his knowledge, wit and tremendous stage presence and, more importantly, has created a platform for young talent like ShrinidhiGhatate, Nishant Patil, Javed Khan, Rudraksh Goyal, Rohit Borkar who will rock our music scene in the years to come. As far as the Mutton Biryani bit goes, I still do have a bone 'nalli' to pick with my dearest friend!

having taken over an Indian restaurant in Taipei and the Nusa Dua beach in Bali recently during Ad Asia for such musical sessions. But the highlight of the year has to be Khumaar, Bipin's own musical concert in Mumbai. Khumaar has travelled 12 years having enthralled music lovers like us. Many new talents have been launched over the years and they have all gone on to shine in other larger musical platforms as well as playback singing. Bipin's knowledge and passion of Indian music, particularly the Rafi-Kishore-Mukesh era is unparalleled. Here's wishing Khumaar a quarter and a half century. Keep singing your way to our hearts, Bipin.

## The Nonpareil "Show"man!!!

The name is Pandit - Bipin Pandit and his 'bond-ing' with people, especially the Advertising Fraternity and ardent music-lovers is amicable harmony at its sheer best. The nonpareil versatile SHOW MAN from Advertising who is proficient in his AdClub COO Job Profile, who as an impresario, is competent in diligently organizing his annual 'Khumaar' live concert-shows, who is a master-mimic, who is brilliant at compering and who is also a filmy sangeet-gyaani, needs to be formally honoured. On his successful completion of two glorious decades in Advertising and a dozen dazzling years in organizing and hosting of houseful 'Khumaar'! Thanks a ton, Bipin for the melodious intoxication and 'hang-over' which every show of 'Khumaar' brings with it. Exuberant, dynamic, innovative Bipin, you have the divine power to make things and events 'happen'! The show must go on....always!



Chaitanya Padukone  
Sr. Showbiz Journalist-Columnist, Author, Recipient of Dadasaheb Phalke Academy Award (2012) & Advisory Panel Member of CBI/C

## MY Inspiration & Strength



A big thanks to God for everything



Blessings of parents



My family



Team Ad Club

## You can't help but clap and sing along!



**Ena Sinha**  
Music Enthusiast

Bipin Bhai's "Khumaar" is pure intoxication...a nasha to which one wants to come back again and again year after year! What I like

most about his programmes is firstly, his amazing choice of songs! It's a beautiful mix of haunting melodies, energetic qawwalis, soothing sufi compositions and foot tapping masti songs! All of us in the audience feel like clapping and singing along.!

The second significant thing is the immensely talented singers that he brings on to the stage! If you listen with your eyes closed you'll feel as if it's Kishore Kumar or Rafi, or a Mukesh singing not to mention a Lata Mangeshkar or Asha Bhosle! I

especially like the artiste Mona who is a very talented singer! And last but not the least it is the magnetic personality of Bipin Bhai himself with his deep baritone voice which brings so much life to the entire programme! Whether it is his amazing mimicry or shayari or the little anecdotes that he narrates in between, he keeps the audience not only enthralled but also involved! It's a very endearing and informal atmosphere that he creates in the whole auditorium which makes us all feel as if we are a part of a big family enjoying the programme together! And that's what makes Khumaar so special and sets it apart from other musical programmes.

Kudos to you Bipin Bhai and heartiest congratulations on completing 20 years with The Advertising Club and 12 years of Khumaar! Here's wishing you all the best for the next 20 glorious years!

## MAN FOR ALL SEASONS



**Kalpana Rao**  
Past President | The Advertising Club

I met Bipin when I joined the Advertising Club committee. He had a deceptively easy going manner but was all solid work. I first worked with him on EMVIES. I remember him going all out to get sponsors. And then worked even more closely when I became President of The Advertising Club, Mumbai. He was a great support. Totally reliable-the work was always done before time! He was a team player wanting to

share the kudos with his team. And the network he built- what a number of people who were ready to help out. Phenomenal!

But that is Bipin at work. I also met Bipin the person.. totally humane and caring. Whether it was friends or family, he was always there for them. And always eager to learn something new. His passion for entertainment was something that I saw then. He would compare shows whenever he could get an opportunity. He combined this with his love for music to start the music show, Khumaar. What a turnout for these shows! The advertising industry turns out in large numbers to support him in this endeavour.

He is a man who dares to dream and operates with conviction to make it his reality. Congratulations, Bipin! May you enjoy many, many more years of success.

## He gave his passion a purpose.



**S Yesudas**  
MD & Co-Founder  
Triggerbridge, the Un-Agency

I came in contact with Bipin years ago in a professional capacity. The relationship soon grew into a very good friendship. There are 3 things that in my opinion makes him different. The first thing that instantly comes to mind about Bipin is his uncanny ability to connect with people across the spectrum. I have seen him deal with the junior most to the senior most without any differences and with lot of warmth. Second, his ability to mobilize resources and adapt to changes. I have seen him conduct the AdClub Media Awards Judging Process and also introduce newer technological interventions as times progressed. Last but not the least is, giving his passion a purpose. There are just a handful of people who walk this path in their lifetime and Bipin is surely one among that. I was simply amazed when I was introduced to Khumaar for the very first time. His passion for music became a platform not only for music lovers, but an opportunity for talent to be recognized and achieve newer heights. Bipin is a very warm person and an amazing human being. I congratulate him on this momentous occasion and wish him a life filled with good health and peace of mind.



## DUS KADUM



**Bharat Avalani**  
CEO | Connecting the Dots -  
Marketing Consultancy

## Taareef karun kya uski, jisne tumhe banaya!

If I could convey my feelings for Bipin, to Bipin, this is what I would say. There are many facets to Bipin Pandit. The warm human being. The great organiser of mega events. The fun person. The great mimic. The lover of music. And then there is the Bipin Pandit who is synonymous with the Advertising Club and Bipin

## Two decades of selfless support and encouragement.



**Prasanth Kumar**  
CEO - South Asia | Mindshare APAC

First of all, congrats for completing two decades in the industry. It's an amazing achievement and must tell you every time have interacted with you, it's been a special one for me. Am sharing something special about my feeling and knowing you for these years and wish you all the best for future:

I have known Bipin for many years and he has amazed me through the years with the passion he brings in every time we interact. He has been a fabulous person in driving many agendas for the industry. Especially when it comes to AdClub initiatives, he drives this with lots of passion and dedication. Many times I have felt it is a thankless effort? Certainly, there is a lot of effort Bipin puts in and also inspires his team to manage the entire industry. There are very few people in the industry where they selflessly support the celebration of industry and encourage everyone in their own shaping up. And Bipin is one of them! It's his consistency in this attitude which is inspiring and truly makes him a special person. It's a wonderful moment when Bipin completes two decades and wish him many more special memories and the best wishes for many more years to come.

## Bipin Pandit: A bundle of energy and enthusiasm.

I know my dear friend, Bipin for close to 15 years now. And all I can say that he's one of the most dependable friend and professional I have ever met and can count upon. He's truly a unique persona. Not only is he a committed and driven Ad Club colleague, he also has a huge flair for Hindi classical and retro music, with his heart still beating and singing all the wonderful melodies of Mohammed Rafi Sahab. Amazing that he does both with equal zeal and manages to excel in both.

Let me first share a bit of his professional disposition. Call him whenever - he will respond. Will have an answer, solution. Accompanied by his laughter it is incredible that he has been holding such an important position with the esteemed Advertising Club of India, and manages to do a fabulous job with total passion & focus. There is not a single individual who does not or has not ever reached out or interacted with Bipin. If you haven't means - you get the drift. With his hand around every shoulder that has ever reached out he will patiently, politely and in a firm way find an answer to all. Mind you it's one of



**Rana Barua**  
CEO - Creativeland Asia

the most gruelling and high octane and pressure task to manage multiple agencies, egos, issues, marketeers, personalities - and that to in a calm and peaceful manner.

Hats off to you, my friend.

On the other hand in his personal space and capacity, Khumaar is a dream of Bipin's that has now completed 11 years. It is indeed a dream that he has nurtured where he attracts some of the most talented singers, musicians, some very big names and some who are maybe lesser known, but a delight to your senses. I have personally attended many such evenings and I can say that it's a memorable experience always. It's not easy to have your own group, manage so many stars, talent, set up an evening for so many people, enthrall them totally and leave them asking for more. But, guess what he does that with flair and with expertise. I wish Bipin my dear friend, all the best always. And though I depend on him a lot for everything, he sure knows that he has friends like me among many others who will always support and cheer for him in whatever he does. Raise the flag further, Bipin, as that's what you are known for.

and also the many events that the Ad Club hosts .

1. Ability to communicate.
  2. Shows and employs creativity:
  3. Possesses strong customer/client service skills.
  4. Ability to Design.
  5. Able to Plan and Execute Ideas.
  6. Shows Problem Solving Skills.
  7. Handles Project/Time Management Efficiently.
  8. Understands Sales.
  9. Understands Various Types of Media.
  10. Shows Good Writing Skills.
- Bipin, I applaud each of your twenty great years with the Ad Club and wish you many more happy days with it. It takes a noble man to keep our profession noble.

## MEET THE WITTY VOICE of ADVERTISING.

The name of Bipin Pandit is intrinsically linked to advertising. The act of Bipin Pandit is joined at the hip with the advertising industry. The persona of Bipin Pandit is intertwined with the happiness of the advertising industry. His association over two decades, specifically with The AdClub, has seen the AdClub grow in stature and popularity. The Abbys, the Effies, The Emvies, the Tea Meetings and much more - are envious acclaims. Bipin is called the Voice of Advertising, not just for his music and his artistry but for his ability to bring clients, agencies and partners seamlessly onto one platform. Bipin the person is a

person who evens a stranger will fall in love with. His only ask is to lend him your ear and he will give you all his heart. I congratulate Bipin for the milestones he has crossed and for the many milestones he will cross in the years to come.



**Sunil Lulla**  
Chairman & Managing Director  
GREY Group

## MERA DOST, SAB KA DOST



**Sarmad Ali, Pakistan**  
MD | Jang Media Group

Sometimes it seems that I have known Bipin all my life. That's the charm of Bipin. You meet him and it seems you have known him for ages. I have been trying to remember the first time I met him, but can't. Must have been at one of the many AdAsia or the IAA Congresses that both of us have attended along with many of our friends from both sides of the divide.

Probably it was Jaipur AdAsia in 2003. Bipin knows the art of relationship building. He has the knack of making a stranger into a friend in less than five minutes flat. And once you become a friend, you remain a friend, forever. We meet almost every year at either AdAsia or the IAA Congresses. At these events, we renew our friendship over desi dinners, gup-shup and Bipin's bollywood singing. And yes he has a beautiful voice and sense of music that you want to listen to. It's been a pleasure knowing Bipin and I'm proud to be counted amongst his friends. With love from Pakistan, Sarmad Ali

## Much more than just a musical night.

Khumaar is fun. Khumaar is like taking a mental road trip down Bollywood's most melodious moments. Khumaar is like a platter of musical notes served up with a garnishing of anecdotes and history. We unabashedly look forward to Khumaar every year, blocking the dates as soon as Bipin sends us the first announcement. We wait for our favourite songs to be sung. But more than that, we wait for Bipin to share his gems of musical knowledge. In his little intros to each song, there are



**Gayatri Kamath**  
Vice President  
Communication Solutions

deep insights into the creative process that went into the making of those classics. Bipin's production of Khumaar is more than a musical night. It is an unforgettable evening in which anecdotes about film/ singer/music director share the stage with Bipin's outstanding ability to mimic the legends, and his vast storehouse of shayari. We look forward to Khumaar every year because it is a more than a musical event. It's an unforgettable immersive experience into the best of Indian music. Thank you, Bipin!

## MAY YOUR SONG ALWAYS BE SUNG.

Having been part of the advertising industry since the 80's, I've known Bipin for many, many years now. But I always think of him as a young man. His positive nature, mischievous smile and a hearty laugh makes him much younger than his wise years. And I honestly can't think of The AdClub without him. He's been an incredibly hardworking, committed and passionate soldier of the industry body, organizing many successful award events from Abbys to Effies, taking each one from strength to strength. He leads a fantastic team of dedicated people and no matter what the crisis is, it is always tackled with a smile. I'm sure many past presidents of the AdClub would vouch for this too. Bipin and I both discovered that we shared a common passion for music, especially for old Hindi film songs. We have spent many moments discussing the magical quality of Rafi's voice, the sheer talent of Kishore and the trained excellence of Manna Dey. Quite naturally, we both decided to pursue our passion in our own ways.



**Subhash Kamath**  
CEO & Managing Partner | BBH India

*My friend, in the words of the great Bob Dylan:  
May your hands always be busy,  
May your feet always be swift,  
May you build a strong foundation,  
When the winds of changes shift,  
May your heart always be joyful,  
May your song always be sung,  
And may you stay ... forever young.*

I started playing & singing in a band, while Bipin drove his energies into creating what is now a hugely popular annual event, called Khumaar. I've attended almost all the Khumaar shows now and every year, Bipin brings us the songs of yesteryear, through the voices of young talented singers, handpicked for the occasion. All this, held together by Bipin's colorful & witty compering. As we now approach Khumaar's 12th year, I look forward to it with a lot of excitement and anticipation. And I wish Bipin and his superb team the very best for 2018.

anything but the best to say about Bipin. And then there is Khumaar. Bipin's brainchild and baby that he gave birth to and has carefully nurtured year after year. An intoxicating mix of music! That is Khumaar. Reliving the days when songs were sung, enjoyed and remembered for their music, lyrics and singers. Songs that we want to hear, again and again. Khumaar is the platform through which Bipin gives visibility and

recognition to artistes that may otherwise remain unsung. Khumaar is a show for which I have given a miss to business commitments, travel plans and even music concerts. Thanks, Bipin for your partnership with and through the Advertising Club and for Khumaar. Look forward to your Silver Jubilee with the Advertising Club. And now look forward to Khumaar, that one memorable day, every year that is remembered and cherished for the rest of the year.



**Ajay Kakar**  
CMO | Aditya Birla Capital