

## THE INSIDE STORY

“MR. SOUMITRO CHAKRABORTY  
CEO, FIINOVATION AWARDED  
'MOST ADMIRABLE LEADER FOR  
CSR & SUSTAINABILITY 2017'”

19th July, 2017 - New Delhi



New Delhi, Delhi, India

In a world where great ideas shape lives, thought leaders play a crucial role. Their knowledge and views influence people's approach as their ideas are easily accessible and easy to comprehend. Being such a leader is more about making a difference, lending a voice to those who need it the most.

Underscoring the need to identify and honour such leaders, each year ERTC Media and Herald Global organises Thought Leadership Symposium and Awards. This year, the jury panel has awarded Mr. Soumitro Chakraborty, CEO - Fiinnovation with the 'Most Admired Leaders Award 2017 for Corporate Social Responsibility and Sustainability' at the Symposium held on 19th July 2017 at Sahara Star, Mumbai.

Mr. Soumitro was chosen for his innovation, bold vision and for having delivered a difference to the society through his continued efforts in social initiatives. His sectoral expertise and reputation has earned him the honour.

A three-fold research methodology was adopted to identify the awardees by the Jury Panel: Pares Chaudhary, CEO - Madison PR, Arun Ohri, Director - AdfactorsPR, Simi Sabhaney - CEO, Dentsu India, Arun Iyer - Chairman & CCO, Lowe Lintas and Karan Bhandari - VP Digital Marketing, Weber Shandwick. Some of the other distinguished awardees include Sanjay Narkar- CTO, IDFC Bank, Niranjana Hiranandani - MD, Hiranandani Group along with the other eminent personalities from the sporting fraternity and entertainment industry.

Mr. Soumitro was also a part of the discussion, 'Champions of Change', at the symposium which highlighted the changes that have happened over the time in terms of business practices and the road ahead. As one of the panelists, he emphasized, "Businesses have brought about a change in the society, but now they have to drive forward sustainable modules so that they can sustain in the very society they thrive upon. This is possible only if, the leaders in the board rooms think and work on sustainable practices since businesses are responsible towards the resources as well."

Thanking the jury, Mr. Soumitro remarked, "The concept is clear that the businesses too have to make efforts with the changing demographic scenario in the country; businesses have to move with the society. Fiinnovation is a place where lives and future are transformed. It is a platform where invaluable ideas are shared and discussed, which are then further simplified so that they are easy to comprehend and, most importantly, accessible. I don't believe that great ideas should be confined to ivory towers, instead, they should be shared. I feel honoured to receive this prestigious award and I congratulate all the other individuals."



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