Transparency in Power Sector

The Economic Times (Page 8)
TARA SINHA

Doyen of Indian advertising dies at 87

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NEW DELHI: Advertising veteran Tara Sinha passed away on Wednesday. Best known as the mother of Indian advertising, Sinha was one of the earliest women in the field who worked across India, the US and the UK. She was 87.

Having started her career with advertising company SH Benson in London in 1952, Sinha co-founded Clarion Advertising Services Ltd, later known as Clarion McCann Advertising Services Ltd, at the age of 27, in the 60s.

When Clarion tied up with American agency McCann, she set up another subsidiary, Advertising Consultants India Ltd, because back then, an advertising agency with a foreign partner was not allowed to conduct government or public sector business.

After working with Coca Cola in both Atlanta and India between 1973 and 1983, she returned to Clarion and stayed till 1985. Then she founded Tara Sinha Associates, becoming the first woman to set up a national advertising agency, bringing in McCann Erickson as a partner. The agency came to be known as Tara Sinha McCann Erickson, and is remembered for handling ads for prestigious brands such as Nescafe during its time. Later McCann bought out her stake in the company.

“Although I did not work with her as I joined McCann after she left, everyone at the agency followed the high standards she had set,” said advertising veteran Chintamani Rao. “She was a top draw professional, and I could see her legacy at McCann. She was very tough and a very demanding person.”

Manoj Singh, chief financial officer, McCann, remembers being her finance partner in 1992 when he was 27. “Working with her was a fabulous experience. She was very dynamic.”

Sinha remained active in the advertising business for more than half a century. She is considered to have belonged to the same league as advertising legends such as Subhash Ghoshal and Subroto Sengupta. Sinha had also served as chairperson of the Indian Institute of Mass Communication, a member of the advisory council of the Indian Institute of Technology, Delhi, and chairperson of the advertising sub-committee, ASSOCHAM.
(L-R) B.K. Goenka, President, ASSOCHAM and Chairman, Welspun Group; Jaidev R. Shroff, Global CEO, UPL Limited and Kumar Mangalam Birla, Chairman, Aditya Birla Group at ABLF Awards 2019