

Response

Press Release

- Ad Guru, Mr Ram Ray Breathes His Last, Leaves Behind AnUnmatched Creative Legacy -

Kolkata, 12th November, 2019: Ad Guru, Mr Ram Ray, one of the most prominent figure in the history of Indian Advertising world, breathed his last, today, at 8 am at MedicaSuperspecialty Hospital, Kolkata, after prolonged illness. He was 77 and leaves behind his wife, daughter, family members and numerous ardent admirers.

Mr Ray, the Founder & Chairman of Response India Private Limited, had a vast and an enriching experience in the world of advertising. An avid reader, he also updated himself with the latest technological advances. He had worked with over 300 diverse clients and numerous Marcom and design professionals both in India and USA and has been a mentor and a guiding force to very many individuals.

A graduate from Presidency College, Mr Ray had spent over 56 years in Marketing and Advertising, of which 20 years were at JWT/HTA India and JWT USA and 6 years at Bates. He headed HTA Madras, Bangalore & Calcutta. He was also the Member, Operating Board, HTA. He worked as the Senior Vice President, JWT USA and Head of JWT San Francisco. He was the only non-American to serve on the Board of JWT USA, assessed 13 western states markets to help plan JWT USA's growth and blueprinted JWT USA's startup operation in Dallas. Further, during his stint with JWT he started JWT in Colombo and JWT affiliates' network in West Asia.

Has been running Response Group since founding it in 1985. He was concurrently the CEO of Clarion, now Bates, from 1992-98. Under his leadership Response became one of the leading advertising agencies of the country having a diversified client portfolio.

Mr Ray was passionate about the city of Kolkata, cinema, photography, graphics, typography, literature, and the Web. And, of course, the Bengali language. He was a connoisseur of food. He also compiled biographies of 100 eminent Bengalis.

He was conferred the Hall of Fame at Srijon Samman, Hall of Fame, Advertising Club Calcutta & the Lifetime Achievement Award, Bengal Chamber.

For further information, please contact:

Sumana Kar / Kakoli Das / Sayanjita Dey

Sagittarius Communications Pvt Ltd

Ph: 8800985307 / 8981851281 / 8697719315