



Smt. P.D. Hinduja Trust's

K.P.B. HINDUJA COLLEGE OF COMMERCE

Sindhi Linguistic Minority Institution: (Autonomous)

(Affiliated to University of Mumbai) : NAAC Re-Accredited With "A+" Grade: CGPA: 3.59

Current Address (Temporary): Sadhana House, 570, Pandurang Budhkar Marg,
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Prin. Dr. Navin M. Punjabi

Ref. No. :

Event Report: ASCI Vision 2032 Panel Discussion

At the 40th Annual General Meeting of the Advertising Standards Council of India (ASCI)

Venue: Jio World Convention Centre, Mumbai

September 17, 2026

Overview

Dr. Rommani Sen Shitak, Assistant Professor and Coordinator – BAMMC and Dr. Gayatri Agarwal, Assistant Professor, Dept. of Commerce, recently represented K.P.B. Hinduja College of Commerce at the ASCI Annual General Meeting held on September 17, 2026. They attended the "Vision 2032" panel discussion, which explored how advertising rules need to change in a world driven by Artificial Intelligence (AI) and digital creators.

Our Strategic Partnership with ASCI

K.P.B. Hinduja College of Commerce is a proud strategic partner of ASCI, officially established through an MoU signed in June 2026. Through our active collaboration, the college is helping ASCI fulfill its vision by educating our students on media ethics and responsible advertising.

Panelists

- Mr. Sudhanshu Vats – Chairman, ASCI & Managing Director, Pidilite Industries Ltd.
- Ms. Anuradha Sengupta – Independent Journalist and Producer
- Mr. Anuj Magazine – Co-Founder, AI & Beyond
- Ms. Manisha Kapoor – CEO and Secretary General, ASCI
- Mr. Ashraf Engineer – Head of Marketing and Communication, ASCI



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Key Highlights from the Event

- Trust as the Ultimate Brand Differentiator: Ms. Anuradha Sengupta observed that in the digital age, consumer trust will be the single most important differentiator for brands. This is especially true as established brands now compete directly with individuals selling on social media and influencers who shape consumer consumption habits.
- The Shift to Voice Search: Mr. Anuj Magazine discussed how voice is poised to become the primary tool for search in the future, highlighting the significant impact this shift will have on marketing strategies and the allocation of ad spend.
- Stopping Problems Before They Start: Since 95% of advertising complaints now come from digital media, ASCI wants to shift from just punishing bad ads to preventing them. They aim to solve the majority of issues early through better education and clear guidelines for creators.
- The Panel emphasized preparing for rapid technological disruptions, such as agentic AI and synthetic content, before formal rulebooks can catch up.

Conclusion

The event reinforced the importance of media literacy and ethical advertising. As a strategic partner to the Advertising Standards Council of India, K.P.B. Hinduja College of Commerce remains at the forefront of this mission, ensuring our students are prepared to lead the future of responsible digital media.