

In the news because:
Sold 51 per cent of Law & Kenneth to Publicis Groupe, which then merged L&K with Saatchi & Saatchi India

'Ups' of 2014

The creation of L&K Saatchi & Saatchi, making the announcement about the partnership with Publicis Groupe, and the merger of Law & Kenneth with Saatchi & Saatchi.

'Downs' of 2014

Not spending enough time laughing with my team, my family and my friends, and not having made time for myself to do dangerous stuff.

Agenda for 2015

The agenda for the agency is to ensure continued exponential growth, and to continue to be our clients' most loved and most preferred partner. ■

Describe the year gone by in one word

'BRILLIANT'



PRAVEEN KENNETH

CO-OWNER-CUM-CHAIRMAN AND MD,
Law & Kenneth Saatchi & Saatchi