



Chanda Kochhar

Deputy Managing Director, ICICI

Banking

She is certainly unique, just like the others who were celebrated at the ceremony. She has raised the bar for international banking in the country through her achievements as the Deputy Managing Director of ICICI. She is the one who gave you your car, your home and looked after your daughter's marriage through personal loans. All of these made ICICI soar as the polestar on the banking horizon of India. It's not for nothing that Fortune Magazine calls her the 37th Most Powerful Woman in Business today. A true-blue wizard at wielding the nitty-gritty of banking and business, you cannot but applaud her achievements.



MODERN WOMANHOOD



Meenakshi Madhvani

Advertising

With over 26 years of experience in Advertising, Marketing and Media, Meenakshi Madhvani is considered to be an expert on the Indian Media Industry. She started her career in 1980 with Lintas and moved to Lintas Media as Head of Buying. She subsequently set up a Sales and Marketing Company in India, UK and Middle East and left as their Managing Director in early 1997.

She then set up Carat India, the first Indian Media specialist and grew the business to a turnover of Rs. 3.5 Billion. She was appointed to the Asia Pacific Board as Regional Director 2000 and set up Carat Pakistan in that year as well. In October 2003 she launched Spatial Access Solutions, India's first Media Audit & Consulting firm. Spatial Access has a client base across the country in Mumbai, Pune, Delhi, Ahmedabad, Bangalore, Kolkotta and Chennai; has 3 alliances with UK headquartered global media audit & consulting firms Billetts, FLE & EMM.

Her impressive list of achievements led to a selection by Ad Age Global as one of 17 women worldwide who would be the face of the changing advertising industry in the year 2009. She was the first Indian judge on the Media Lions Jury in Cannes and in 2003 she was selected as one of 25 most powerful women in Business by India Today.

She also writes several columns; is considered to be the Independent expert on Indian Media and is an advisor to Global Financial Institutions. She also co-founded the website indiandoc-torsguide.com India's first internet site created for Doctors with an aim to build an online community and promote continuing medical education among Family Physicians across the country.

the past Lata Mangeshkar, Sheila Dixit, I Gupte, Barkha Dutt, Aishwarya Rai and M winners. This year FLO wishes to felicitate in their respective areas of expertise.



Rohini Nilekani

Chairman of Argyam and Akshara Foundation, Bangalore.

Social Services

For so many out there - she is that light at the end of the tunnel. The inequalities in the world around her stir up deep concerns in her heart. She is ever ready to pick up cudgels on behalf of the underdog. From inequitable water access and unavailability of quality education, from public health to urban poverty and rural financial services, you name it and Rohini is involved neck-deep in that area. That's why the name Rohini Nilekani has become a synonym for hope to a vast multitude of the deprived, especially underprivileged children, whose education has become a mission for her.

Saira Banu

Lifetime Achievement Award

Born to an impeccable lineage with the beautiful Naseem Banu as her mother, Saira Banu's road to superstardom was destined. Though she was a bright student, the desire to follow her mother's footsteps was strong and in 1962, a star was born.

"Junglee", her maiden film became a milestone for Hindi cinema in many ways. It was the first successful Eastman Colour Film which started the trend for actresses

to be taken seriously in the marketing of a movie. Not only was Saira particular about her costumes she was far ahead of her times when it came to make-up, hairstyles, props for being photographed and even contact lenses in different colours, which in those days were a rarity.

An accomplished kathak dancer and sitar player, she has acted in over 60 movies and worked with the biggest stars of that era before she finally married and settled into blissful matrimony with her ultimate leading man, Dilip Kumar. Saira runs Sharp Focus, her production House for films and serials.