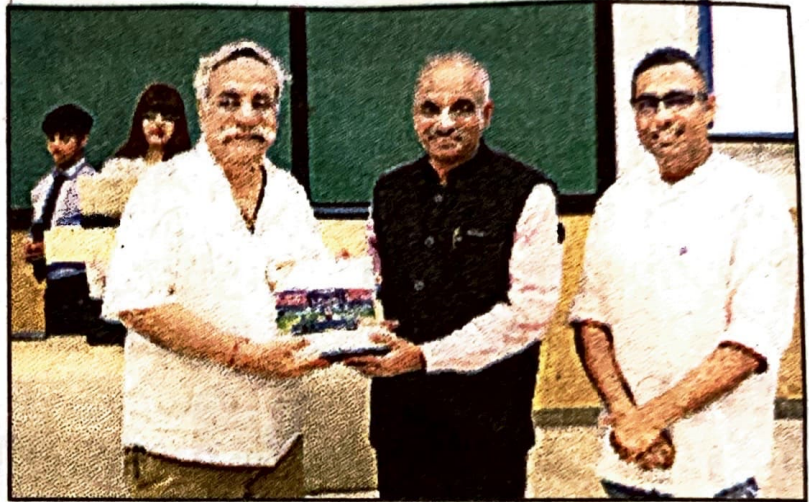


Pandey shares success story with IIM students

Whenever I'm stuck for an idea, I either look up to very old people or very young people for in either case they speak the truth." said **Padma Shri Piyush Pandey**, chief creative officer of Worldwide and executive



India chairman of Ogilvy. Also known as the '**Ad-Man of India**', Pandey shared these insights with IIM students in an interactive session on his book, 'Open House With Piyush Pandey.' It was hosted by IIM in association with City Book Leaders. The session started with **Bhimaraya Metri**, director, IIM, welcoming the host and highlighting the progress IIM has made over the years and discussing future plans.

Mohit Gupta, CEO, CBL, shared his views on the book. Gupta emphasized the importance of 'curiosity,' how curiosity makes one ask important questions and how one eventually makes choices based on the questions asked. Pandey said, "Meeting youngsters keeps me fresh, it makes me even more passionate to share things that you should not forget. Change is beautiful and one must change." On the book, Pandey highlighted the importance of human touch. In the Q&A session, Pandey shared some interesting stories behind some of his popular ads.