

MINUTES OF THE MEETING: EEMA AGM at EEMAGINE 2025

Location: Fairmont Udaipur Palace, Udaipur

Attended by: EEMA Members across Platinum, Gold & Star Categories

Venue: Imperial Ballroom

Date: 1st August 2025

Time 3.30 PM to 6.00 PM

NEC Attendees:

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| 1. Samit Garg, | President |
| 2. PVN Vidyasagar, | Executive Vice President |
| 3. Ankur Kalra, | General Secretary |
| 4. Taranbir Sahni, | Secretary |
| 5. Harshal Kothari, | VP West |
| 6. DV Vinod Gopal, | VP South |
| 7. Sonu Nanda, | VP East |
| 8. Anupama Deshmukh | JS South |
| 9. Vanessa Williams | JS North |
| 10. Sanjay Agarwal | JS East |
| 11. Vipul Aggarwal | Committee Member North |
| 12. Pramod Lunawat | Committee Member East |
| 13. Sanjay Bhandari | Committee Member East |
| 14. Ramkumar | Committee Member South |

EEMA Secretariat:

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| 1. Priti Khanna | Executive Director |
| 2. Ankita Mukherjee | ZM West & South |
| 3. Tushar Malik | ZM North & East |
| 4. Rimi Bhattacharya | Manager Operations |
| 5. Khayati Arora | Manager Marcom |
| 6. Shishu Kumar | Manager Finance |

The meeting was called to order at 330 pm but since quorum was not present it was deferred by 30 minutes and began at 4pm

Key Points Discussed:

Proceedings began with a small video tribute to deceased members. Minute of silence observed. Taranbir Sahni, Secretary EEMA then welcomed the NAC, President and the Executive Committee members to the Annual General Meeting of EEMA.

ADDRESS BY PRESIDENT, Samit Garg

President Samit Garg thanked the entire EEMA family for creating history with the largest number of registered attendees at EEMAGINE 2025. Raised a toast to Fairmont Hotel for being extremely supportive and hospitable. Thanked and Appreciated the role of NAC members present Brian Tellis, Sabbas Joseph and Sanjoy Roy - as also Roshan and Sameer Tobaccowalla - for being torchbearers and their continued support.

He highlighted that :

- EEMA today has approximately 700 members now and is represented by 240 member organizations at EEMAGINE 2025.
- EEMA has become a force to reckon with due to collective action and the hard work of many.
- He appreciated and highlighted the role of GS Ankur Kalra for strengthening and streamlining the working of Secretariat and bringing in efficiency in its functioning
- He informed the house that approx 147 new members have been added since the last EEMAGINE in 2024.
- EEMA is now recognized outside the Indian subcontinent - part of Jury at the BEA Award and represented India at The World Experience Organization Summit with a case study on the Mahakumbh.
- The 10 task forces/committees have brought inclusivity, autonomy, accountability and a lot of action in the system.
- Government and policy makers recognizing EEMA. Consulted on “Wed In India” movement, Music Licensing, Sports infrastructure and Creative Policy.
- EEMAGINE 2025 helped sell rooms in 4 leading Udaipur hotels. Expenditure sheet more than 3 CR as compared to 55-65 lakhs in the earlier years.
- As per market rate the valuation of EEMAGINE 2025 was about 15 Cr. - reflects the collective power of our ecosystem and the power EEMA brings to the table.

- Lauded and thanked all brands and sponsors who contributed in cash and kind to make EEMAGINE happen, special mention to EEMA members Co Trav & Jea band
- The COREA movement grew to 26 Associations representing interests of over 5000 event agencies across the country.
- India should expect 2.5X business growth but needs to be ready for the same.

ADDRESS BY EVP, Sagar Pingali

- Engagement with initiatives of multiple State governments - Kerala, Odisha & Andhra Pradesh. Given a seat at the table though at a nascent stage.
- Recognised silent efforts of each of the VP's , some of which went unnoticed
- Applauded initiatives undertaken by each of the Committees and Regions.
- The Inspire Leadership Series held at Goa organised by the Education Task Force was a brilliant initiative and requested members to participate wholeheartedly in all such activities, be it online or in person.

ADDRESS BY GENERAL SECRETARY, Ankur Kalra

Ankur thanked Samit and current NEC members for giving him space and freedom to overhaul the functioning of the secretariat. He listed down all the priority areas defined at the time of taking over as GS a year ago and gave a point by point update on each of them as listed below

1. Empowered Strong Independent Secretariat
2. Organised data of EEMA which is easily accessible
3. Creation of a powerful Tech Stack that automates member management of EEMA
4. Regional Autonomy and maximising Local events in each of the regions
5. Creation and running of Various Task forces Efficiently
6. Visibility & Enhancement of Brand EEMA
7. Growth in Membership Numbers

He gave a detailed report on each of the above points and highlighted all the successes achieved as well as the roadmap ahead. He also introduced each of the Task Force Leaders and acknowledged their contributions in achieving goals assigned to them. Ankur specified that over the past year there is a fixed system of Weekly review meetings with the secretariat every Tuesday that brings in accountability and efficiency to the way the secretariat works.

ADDRESS BY SECRETARY, Taranbir Sahani

Taran gave a report on the Social Media Engagement of EEMA

- Gained approximately 10K Followers/audience
- 2000K accounts engaged
- 8 million plus impressions on Instagram; Facebook; LinkedIn
- Things that worked well - Short-form video engagement, LinkedIn thought leadership, timely event promotion, engaging polls, active industry conversation and participation.

ADDRESS BY TREASURER, Jagmohan Singh

Report Presented by Ankur Kalra as treasurer was unable to attend the AGM

A copy of the balance sheet had been circulated to all members and uploaded to the website prior to the AGM and all printouts were circulated in the room for the benefit of those present.

The General body unanimously approved balance sheet and continued the role of the current auditors

ADDRESS BY VP NORTH. Ruchin Kohli

Report presented by Vanessa Williams as Ruchin was unable to attend the AGM

North Committee Members:

- Ruchin Kohli - VP North
- Vanessa Williams - JS North
- Naveen Gupta, Committee Member 1
- Vipul Aggarwal, Committee Member 2

Highlights:

- Successful Event conducted with PHDCCI in October 2024 - Wedding Tourism Expo, led by Prerana Saxena
- North Members Meet successfully held in Delhi on 20th December.
- The 'Event Studio' podcasts were recorded and posted at the beginning of 2025 and featured industry stalwarts, Samit Garg, President EEMA and Ankur Kalra, GS EEMA.
- The Punjab Members Roundtable and Rajasthan Members Meet were held in Chandigarh and Jaipur respectively.
- Key collaborations and tie-ups were concluded with the Sabhyata Foundation, CoTrav and Eco Mobility.

- Revived and hosted a very successful Spotlight Awards under leadership of Vijay Arora & Rajeev Jain.
- Collaboration of EEMA with FICCI FLO at advanced stages and MOU to be signed shortly
- 54 new members were added - 17 Platinum; 11 Gold, 22 Associate and 4 Star.

ADDRESS BY VP EAST. Sonu Nanda

East Committee Members:

- Mr Sonu Nanda - VP East
- Sanjay Agarwal - JS East
- Pramod Lunawat, Committee Member 1
- Sanjay Bhandari, Committee Member 2

Highlights:

- Promised EEMA members from all the 11 States in his region before his tenure ends.
- Highlighted Educational Programs - Gurukool Series held at Bhubaneshwar, Guwahati and Kolkata
- A national IP "Cyclothon" initiated by Anand Benani to be organized in collaboration with 30 EEMA members - truly historic for EEMA
- An event for Mental Health organised in Kolkata and was very well received.
- Meeting organized with 20 top stakeholders and the Odisha government to boost Bhubaneshwar as a MICE destination.
- 90 members currently. Target to have 200 members by the end 2026.

ADDRESS BY VP WEST: Harshal Kothari

West Committee Members:

- Harshal Kothari - VP West
- Ravi Mehta - JS West
- Hemant Matai, Committee Member 1

- Kiran Shetty, Committee Member 2

Highlights:

- West Meet held in Mumbai. Of the 193 attendees, 40 percent of the people were non-members.
- Connected with the Mumbai police on the issues of delay in permissions to extortion by Mathadi unions.
- Police assured protection and began registering FIRs in this regard. Today all Zones support event managers if they have any challenges by way of permissions, NOCs, threats etc.
- Various hybrid workshops on HR related issues; AI etc. have been organized leading to increased reach and attendance.
- Participation in Industry events like the PALM Expo and WOW Awards has given EEMA much mileage.
- The Inspire Leadership Series held in Goa executed successfully in collaboration with the Goa team members.

31 New Members added - 9 Platinum; 6 Gold; 8 Associate and 8 Star.

ADDRESS BY VP SOUTH, DV Vinod

South Committee Members:

- DV Vinod - VP South
- Anupama Deshmukh - JS South
- Ramkumar, Committee Member 1
- Rajesh Ergo, Committee Member 2

Highlights:

- A large contingent of 108 members from the South attended EEMAGINE 2025.
- The South Committee members meet each Wednesday from 1:30 PM to 2:00 PM..
- Eduposium held in Puducherry and Vizag.
- Networking events like the Luncheon Meet held in Chennai and 3 Harmony Meets were held in Chennai (116 participants); Hyderabad (57) and Bengaluru (77).
- A National initiative by 'You Too Can Run' was announced before EEMAGINE 2025 and all together 1.95 Crore steps achieved. 15 people completed a target of 331000 steps.

- South Factor was held in cities like Coimbatore, Puducherry and now Visakhapatnam to give a boost to that city as a MICE destination and propel its creative economy.
- The South has grown from 33 to 144 members. Many new members joined from the smaller towns. Aim to have one EEMA member every 100 kms in the South.

QUESTION ANSWER SESSION & OPEN HOUSE

All members present at the AGM were invited to ask questions and the NEC members addressed them to the best of their capabilities, various points were discussed and some key highlights are reproduced below

QUESTION: Is there an initiative to work with insurance companies to provide a standard insurance policy for event organizers? (By Ventak Raman You too can Run)

RESPONSE: Typically insurance is a bespoke solution based on the size and area of operation so no point making one standard policy. We do have associate members who are insurance solution providers and can connect you with them.

QUESTION: Why Is it so difficult for EEMA to become an industry body like CII or FICCI? I want to understand the thought process (by Arun Kumar, Traditions)

NEC RESPONSE: This is work in progress and is our aspiration to become like them. As a beginning we have put in place a robust secretariat as well as systems as highlighted by the GS. EEMA is a relatively younger organisation and with time will reach the stature of bodies like CII / FICCI etc

QUESTION: Is the issue of Music licenses being taken up by the NEC on a serious note, especially considering the recent tariff revisions

RESPONSE: Yes the NEC is fully aware of the situation and is taking steps in three directions, dialogue with the music industry, liaison with relevant government ministries and engagement in court through our legal team. We are constituting a new committee and look forward to lots of aggressive action on this front soon.

QUESTION: During the time of India-Pakistan war why did we not take a strict stand against Turkey

RESPONSE: Everyone has their own business interests and from an EEMA NEC perspective, an email was sent out as a statement by the President. The email had an advisory and it was sufficient as agreed by all members of the NEC.

QUESTION: Requisition for an update about the meeting that EEMA leadership had with Kapil Mishraji's office. (Mr Sanjoy Roy)

RESPONSE: Updated given by Mr Rajeev Jain

A meeting was organised at the Hon Minister of Culture, Delhi Government Mr Kapil Mishra's office attended by 35 agencies including EEMA NEC, BookMyShow, District Zomato, Saregama, Eva Live and all prominent agencies doing live concerts. The Minister heard everyone patiently and assured all about making Delhi India's Concert and culture capital. He will take steps urgently to reduce venue costs of major stadiums, implement single window clearance and facilitate organising of large events in Delhi including providing sponsorship to deserving events.

QUESTION BY SIDDHARTH CHATURVEDI: The I&B ministry had appointed an NFO as a nodal body. Later Invest India became the nodal body to coordinate on behalf of all states and to create single window clearance. Unfortunately since the last 3 years we've not seen any dialogue take place between EEMA and Invest India.

RESPONSE: This was a state subject and Invest India did not have the mandate to do anything in this regard. It used to be an event management arm for the government but the new CEO has clearly stated that Invest India is for bringing investment in India ONLY

Joint Working Group Update

NAC Member Mr Sabbas Joseph also informed the house about an Inter ministry Joint Working Group had been created by the I&B Ministry which is an inter-ministry group i.e.Commerce,

Finance, I&B, etc. to deliberate on music licensing, concert economy, event licensing, etc. and EEMA is part of it.

QUESTION: This year EEMA has a profit of 1.29 Cr. in the balance sheet. There is a tax of 40 lacs provisioned on this. Recommended that instead of paying high taxes to the government EEMA invest on member benefits, fighting legal cases etc.

RESPONSE: Tax has been provisioned as per legal / statutory requirements on P&L made. However shall ask the Treasurer to take it up with CA and act accordingly as clarified by GS Ankur Kalra

QUESTION: As per the EEMA constitution a member should get the notice for AGM 15 days prior to the same which was not done this year. (Sharad Mathur)

RESPONSE: Samit Garg apologized on behalf of the NEC that the meeting notice was sent 13 days before the AGM rather than 15 days. Mr Sabbas Joseph passed a motion to nullify the comment, seconded by Mandeep Malhotra. Various other senior members present agreed that this is a minor point and should be disregarded. Matter was closed unanimously by the house.

QUESTION: Due diligence not done of new members by NEC. Approval given to members despite not having a valid GST number. (Sharad Mathur)

RESPONSE: It was decided that the secretariat do a review of GST, Turnover details of all platinum members and get requisite paperwork from those who did not submit earlier or where records do not exist with EEMA. The newly implemented Tech Stack to take care of many of these issues.

OTHER MEMBER POINTS/RECOMMENDATIONS

- Rajeev Jain mentioned that on behalf of PHDCCI he has written to the Finance Minister to reduce GST from 18% to 12% on event services. Requested each EEMA member to write similar letters on EEMA letterhead to the respective State governments.
- EEMA ready to take memberships from global fraternity. Should have a small working committee set up for this.
- Add a UAE Chapter. Deepak Chaudhary said he could get members from there. Can launch the Chapter on 3rd October during WOW Awards in Dubai.

- As an industry, develop collective venues/ infrastructure and incentivize it so EEMA members benefit from it and the industry grows.
- Commission industry report through one of the major consultancies
- All members were required to fill in questionnaires so that data can be collated.
- We should have a hosted buyer program from next EEMAGINE.
- Hold next EEMAGINE in Delhi next year to ensure greater participation from the government
- Prerana suggested we build the EEMA brand through an online and offline campaign
- Artist management company monopoly has to be tackled. Only 10% or 15%. Event management companies who reach out to artists directly.
- Should have one specific task force that monitors what hotels and venues charge event managers.

The Q&A session lasted for over 2 hours and the AGM was wrapped up at about 7:00 PM after all points had been discussed and addressed by the NEC members to the satisfaction of the members present.