

AIS bestows ‘The Keystone Award’ on successful female architects.

Mumbai, March 2016: As one of India’s leading glass manufacturer in consumer, architectural and auto glass segments, Asahi India Glass Ltd (**AIS**) recently felicitated women who have succeeded in the field of architecture.

To throw some light on how women are often kept from getting to the top in most fields, AIS decided to use the idea of ‘Breaking the Glass Ceiling’ to celebrate women who have made it, in spite of all the obstacles they may have faced.

Using an online-offline activation, AIS brought together women architects from various firms across the country to bestow upon them ‘The Keystone Award’. The award celebration involved the women architects, along with members of their firms and several AIS employees.

Renowned architects like Ar. Kavita Talib from Soyuz Talib Architects, Ar. Alpa Shikre from Sandeep Shikre and Associates, Ar. Nina Puri from Sanjay Puri Architects and many more were felicitated with ‘The Keystone Award’. [You can view the pictures here.](#)



AIS also posted videos of these architects where they shared their journey of success and encouraged people to face challenges in life, to follow dreams and achieve success in any field. Their story is truly an inspiration of every woman out there! To watch these videos, Click Here.

To further take this celebration online, AIS decided to look beyond just women architects and showed respect and appreciation for women who have succeeded across other fields. With the hashtag #BreakTheGlassCeiling, AIS celebrated women in sports, politics, business and more!



Along with sharing photos and inspirational videos of the architects, AIS also showcased several posts as tributes to other women who have fought the odds to succeed. From politicians like Indira Gandhi to sportswomen like Mary Kom and Sania Mirza to CEO Chanda Kocchar, AIS appreciated them all!

Over the 10 day period that this activity was conducted online, AIS managed to garner 55.4K impressions on Twitter with an engagement rate of 7%. The page also saw 102 retweets and 420 Likes, mostly thanks to Sania Mirza retweeting the tribute to her!

Commenting on the campaign, Vikram Khanna, Chief Marketing Officer at Asahi India Glass Ltd. (AIS) said, "AIS Glass wanted to celebrate women who have succeeded in life, battling all odds in the field of architecture as well as others".

Speaking about the campaign, Rajiv Dingra, Founder and CEO of WATConsult said, "We were glad this campaign worked for AIS and increased their female follower base on digital. We look forward to carrying out many more campaigns such as this in the future."



About Asahi India Glass Limited (AIS):

Asahi India Glass Ltd. (AIS) is India's leading integrated glass solutions company and a dominant player both in the car and building glass segment. It commands over 70% share in the Indian passenger car glass market. Established in 1986, AIS' footprint today spans the entire spectrum of the automotive and architectural glass value chains. It is a sand-to-solutions organization with products & services for institutional buyers as well as retail customers.

About WATConsult

Founded in 2007, WATConsult is India's leading digital media agency which works with over 85 brands. Part of Dentsu Aegis Network it has a 200 member team spread across Mumbai, Delhi and Bangalore. WATConsult has clientele that includes Godrej, Tata, Bajaj, SAP and Nikon and many large Indian and Global brands.

WATConsult is an award winning agency with over 75 medals won over last year. It has been recognized as the most progressive digital agency at CMO Asia, Social media agency of the year at Socialathon and Boutique media agency at Media Ace Awards. It is also a winner of a Global Echo award in 2014.

About Dentsu Aegis Network India

In India, Dentsu Aegis Network is supported through its seven global network brands namely Carat, iProspect, Isobar, Posterscope, Vizeum, psLIVE, Amnet, Dentsu branded agencies - Dentsu Creative Impact, Dentsu Marcom, Dentsu Communications, Dentsu Media, Taproot Dentsu and Dentsu Webchutney. Also newly added to the group are the recently acquired local brands of Milestone Brandcom and WATConsult.

For any further details please contact:

Name: Michelle Rosario Jansen

Lead Account Manager, WATConsult

P: +91 22 6709 920 | M: 9930887335

5th Floor, Parijat House, Manjrekar Lane, off Dr. E. Moses Road, Worli Naka, Mumbai-400 018

mitchelle@watconsult.com

Anindita Sarkar

Group Head – Corporate Communications, Dentsu Aegis Network

P:+ 91 22 30248135 | M: +91 9930652666

B Wing, 6th Floor, Poonam Chambers, Dr. Annie Beasant Road, Worli, Mumbai-400 018

Anindita.Sarkar@dentsuaegis.com