

MUMBAI 2025

*“Vada-pav or what I call the Bombay
Burger doesn’t sound all that promising
in theory, but that’s the best thing I
have ever eaten”*

Anthony Bourdain



GLOBAL DIALOGUES MUMBAI 2025

17TH - 20TH MARCH, 2025



**GLOBAL
ADDA 2025**
CONVERSATIONS ON
INCLUSION & INNOVATION

19TH MARCH, 2025

Overview

Introduction

Travel information

Schedule

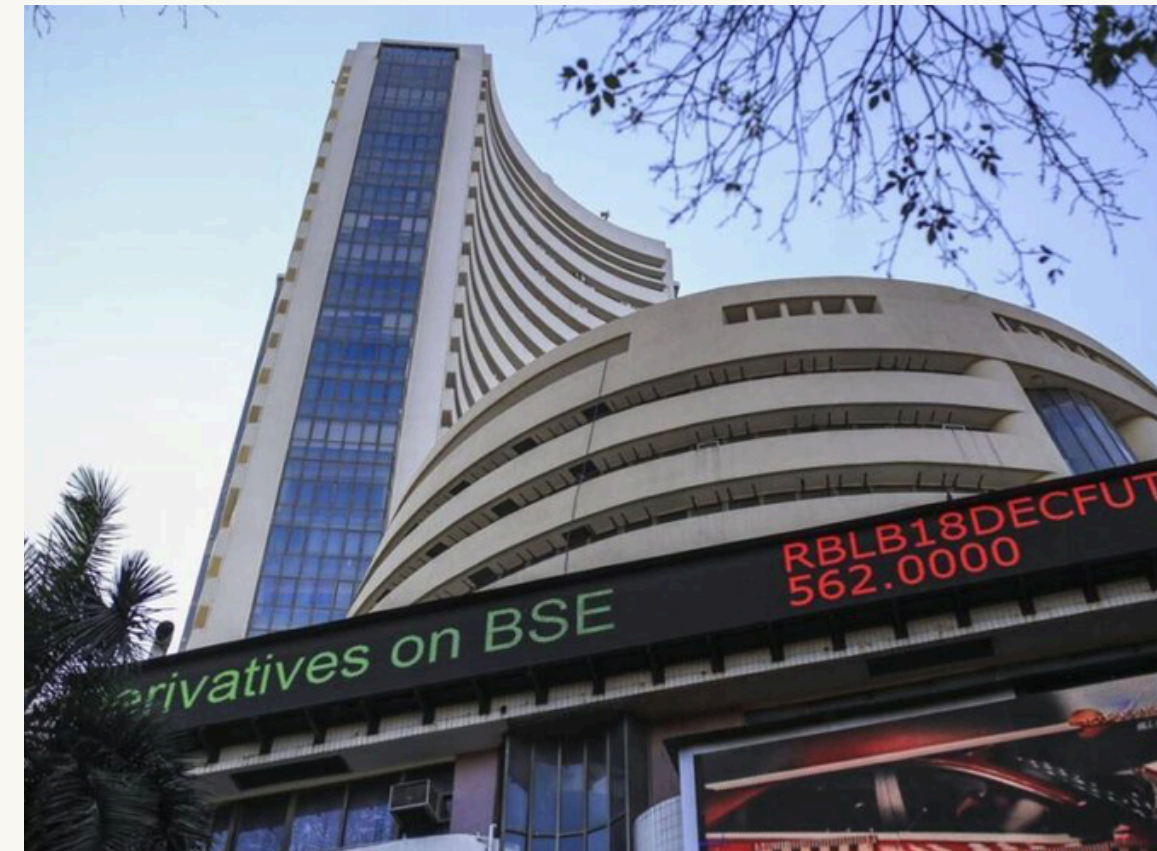
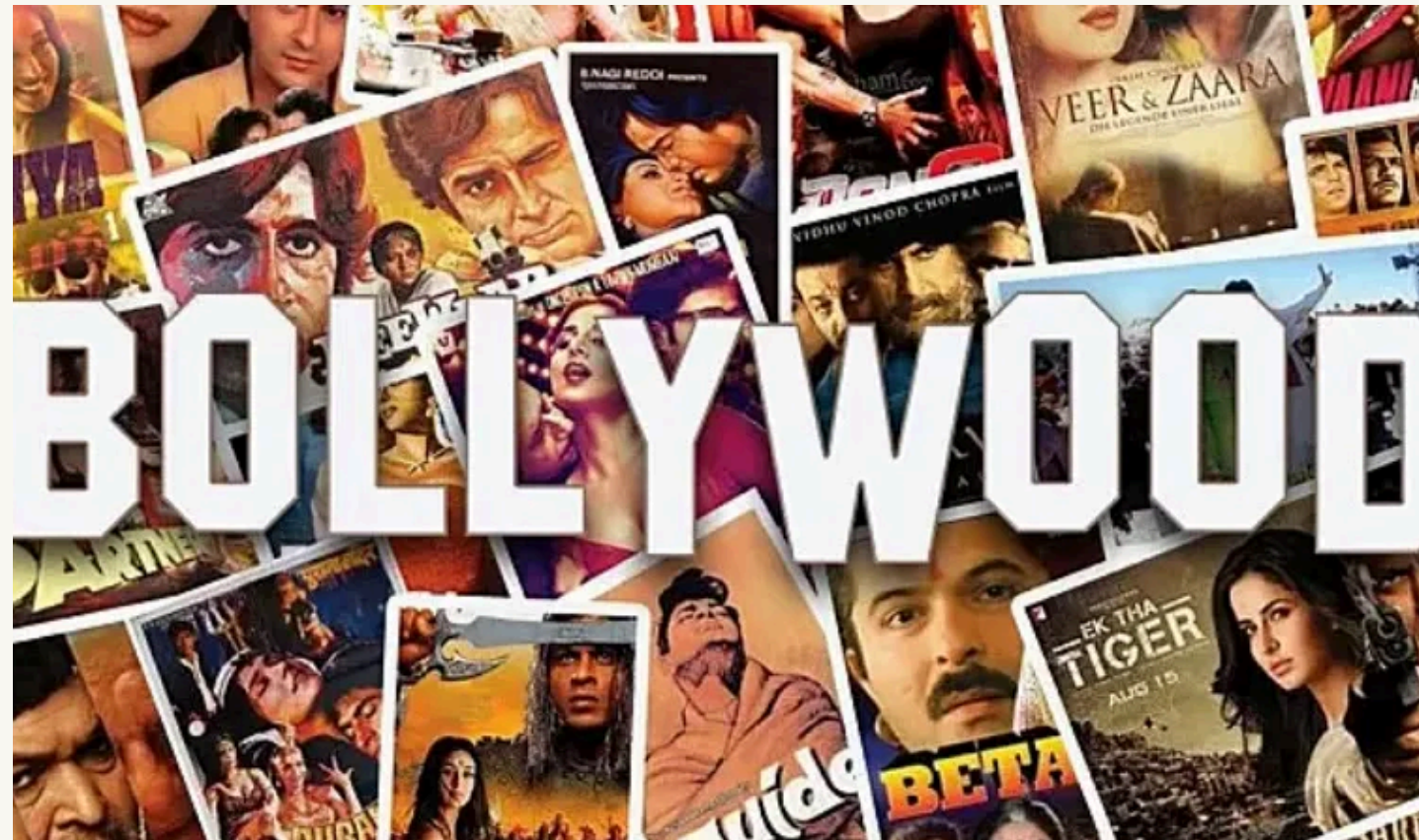
Further information

Stay and local logistics

Meeting venues



Mumbai- The Maximum City



Dear members, we are excited to welcome you to Mumbai in March 2025 for the **2025 ICAS Annual Meetings**. Our meetings will be co-hosted by the Advertising Standards Council of India (ASCI) and will take place alongside events by the ASCI Academy.

In this document, you will find more information about our meetings, the schedule, the venues, and other useful tips. Please note that this document will be updated regularly as we advance in our planning of the events.

SCHEDULE

March 2025

SUNDAY 16	MONDAY 17	TUESDAY 18	WEDNESDAY 19	THURSDAY 20	FRIDAY 21
Arrival & Check in	9 am – 1 pm: Trident Rooftop ICAS Internal Mtgs <ul style="list-style-type: none">• Keynote & Welcoming New Members• Global 'Tour de Table'• Moderated Interactive Discussion on Capacity Building, Cooperation & AI tools 1–2 Lunch Break 2 – 5:15 pm: Trident Rooftop ICAS Open Meeting <ul style="list-style-type: none">• Keynote Speech• Leveraging AI for SR• Building Trust in Digital Ads• Tackling Fraud and Scams, and fighting Dark Patterns in the Age of AI 7 pm onwards* Awards Night at Konkan Cafe	9 am – 11 am: Trident Rooftop ICAS Global Think Tank meetings (internal) <ul style="list-style-type: none">• Discussing next steps in the evolution of the Think Tank 11 am – 13:30 pm: ICAS Global Think Tank meetings (open) <ul style="list-style-type: none">• Keynote speaker• Capacity building of Industry on Responsible use of AI• The responsible use of AI in ads 1:40–2:25 Lunch Break 2:30pm – 3:30pm Closing of the ICAS Meetings (informal debrief) 4pm – 7:05 pm: Experimental Theatre ASCI Industry Event – Tomorrow's Regulation Today 7:05pm Dinner and networking at Bay 21	ASCI Academy industry event: 9:30 am – 3:30 pm– Jio world convention Centre <ul style="list-style-type: none">• Global Adda – Manifest: Masculinities Beyond the mask– A reading of representations of Masculinity across media 3:30– 4 PM: Tea Break 4 pm – 7:15 pm <ul style="list-style-type: none">• Global Adda: AdNext: The AI Edition 7: 15 pm Onwards: Gala Dinner at SkyDeck, JWCC	07:10 – 10:30am Guided City Tour 12:pm – 5pm Free time to shop/ sight see 6pm Bollywood Night at Gallops	Check out

- Assemble at Hotel Lobby at 6:30 pm

ASCI has managed hotel accommodations and all local arrangements and will cover expenses in Mumbai for ICAS members who registered.



Your Hotel Stay
16 – 21 March (5 nights)



Airport transfers



Local transport



Meals

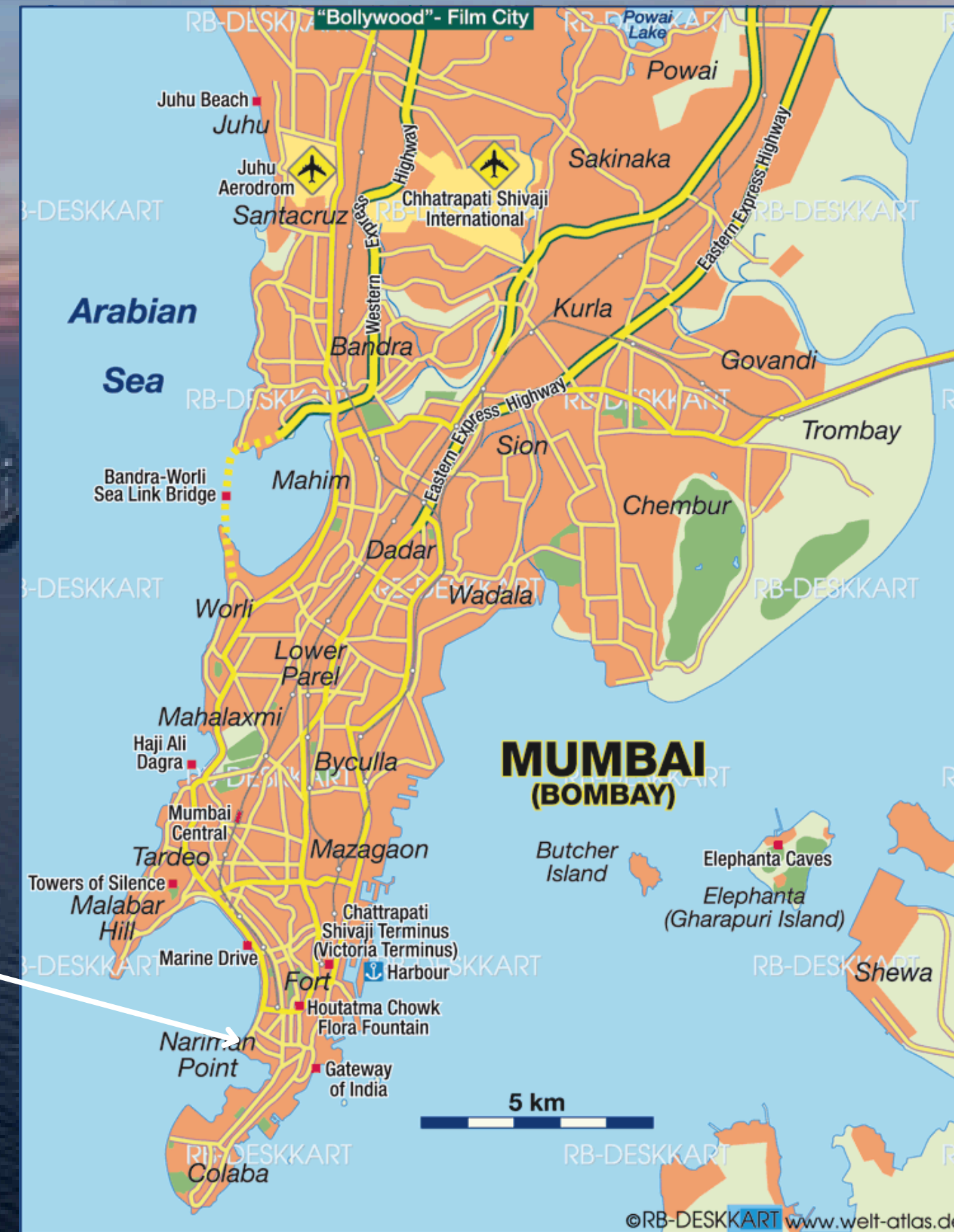


Sight-seeing



Meeting expenses

Where you will stay: Hotel Trident, Nariman Point



Key Meeting Venues



ICAS & Global Think Tank Meetings
on 17 and 18 March
Trident Rooftop



Global Adda- 19 March
Jio World Convention Centre, Bandra-
Kurla Complex (BKC)



Travel Information- Visa

You are very likely to require a **visa** to visit India, unless there is a country specific reciprocal arrangement of visa waiver.

- **Attendees should apply for a business visa** when coming for the meetings. Find out [here](#) how to apply, what documents you need and which steps you need to follow.
- **Accompanying family members can apply for a tourist visa.** [Here](#) is more information.

The Indian visa fee is 100\$. If you want help to complete the form, please contact Archana Gopakumar at archana@stampthepassport.com. Her team can complete the process for you for an additional 100\$.



Travel Information- Airlines

Air India is an airline that is safe, and with good service. But they are in the process of revamping a slightly dated fleet as they have been privatised after decades of being a government run airline.

Emirates and Singapore airlines offer excellent connections to Mumbai and many European airlines have direct flights to Mumbai as well.



Travel Information- Airports

Mumbai airport is well connected internationally.

If you are planning to stay on and visit other cities in the north of the country, you can also consider flying via Delhi, which services a wider set of airlines and routes. You will need to complete your immigration formalities at the first airport you land in, and re-check in your luggage unless you have a through check-in.

Delhi-Mumbai is approximately a 2 hour flight.

Both Mumbai and Delhi airports are large ones with considerable amount of walking depending on your gate number.

Remember, India is a country with 1.4 billion people, so expect crowds! “And we love coming to drop and pick friends and family at airports, even if it is at 2 am in the morning.”

Airport pick up

Your room tariff includes a complimentary airport pick up

It is important that you share your flight details and any changes to it with the hotel to ensure that there is a smooth pick up. If you have shared your details with Shruti/Saloni, they have been passed on to the hotel. Without flight details the airport pick up will NOT be possible.

The hotel drivers will coordinate directly with you at the airport.

If you have guests traveling with you, they can share the hotel taxi

Hotel Numbers and contact persons.

Shane Philip Parayil

Phone No- +91 95351 58604

Email address:-shane.parayil@oberoigroup.com

Trident Hotel

Direct Telephone No- +91 (22) 6632 6492

Dinner locations

16th	Welcome Dinner- Clearing House, Ballard Estate. Cuisine: Modern fusion
17th	Awards Night, Konkan Cafe Cuisine: Coastal Indian Cuisine
18th	Tomorrow's Regulations Networking Dinner at Bay 21, Multi-cuisine
19th	Global Adda Jio World Convention Centre- Skydeck, Live stations Multi cuisine
20th	BollywoodNight- Gallops, Mahalaxmi Racecourse Multi-cuisine

***Your accompanying guests are invited to all dinner and social engagements
Vegetarian options would be available in plenty at all meals**



Breakfast

Breakfast will be served next to the conference venue at the Rooftop at the Trident on the 17th & 18th

Your accompanying guests are welcome to join the breakfast buffet at no charge, this will be operational from 7:30 am- 10 am

On the 19th, breakfast will be served at Jio World Convention Centre, the venue for our day's events. This is located around 45 minutes away from the Hotel

On the 20th, the hotel will give us packed breakfast for all- including accompanying guests, that can be carried on the tour



Local Transport

Transfers between meeting and dinner venues will be organized by ASCI on the 16th, 17th and 19th in mini buses. (On the 18th, everything is within walking distance).

On the 20th, the City tour has part walk- part bus sections. We will be picked up and dropped back to the hotel.

For the rest of the day on the 20th, which is free, you may make your own arrangements. It is recommended that you, in groups of 3-4, hire a private taxi from the hotel which can stay with you through the day and bring you to the venue for the Bollywood party by 6:30 pm. We will share recommendations on what you could see/do on the 20th. From the Bollywood party to the hotel, your transfer has been arranged by us.

Uber works reasonably well, except for at peak hours (8-10 am, 5:30-8 pm)

Tipping

No tipping is expected in public taxis.

The Uber app has a tipping option—usually a 5–10% tip can be added after the trip

Private taxis: for an 8–10 hour shift, you may tip your chauffeur around 500 rupees.

Some restaurants have a service charge of 10% included in the bill. In this case you are not expected to leave a tip unless you have had truly exceptional service. This is different from a service TAX (usually called SGST and CGST) which goes to the government.

If there is no service charge, then a 5–10% tip can be left for good service.



Travel information - Weather

The weather in Mumbai during March is typically warm, with daytime temperatures ranging between 32–35°C and nighttime lows of 25–26°C. Humidity levels are high, so lightweight fabrics like cotton or linen are ideal for staying comfortable outdoors. March is a dry month with no expected rainfall.

While meeting rooms are generally kept at a comfortable temperature, you may want to bring a light jacket or a shawl for added comfort indoors.

Some of our dinners are indoor-outdoors, and we will have mist-fans to cool the location.

City Tour



Part A of this tour takes you around the principal sights of the city's colonial precinct in a short, snappy walk-plus-AC vehicle tour that includes two UNESCO World Heritage Sites.

Part B of this tour takes you to a quaint Portuguese style village inhabited by the East Indian population.

Date: Thursday 20 March

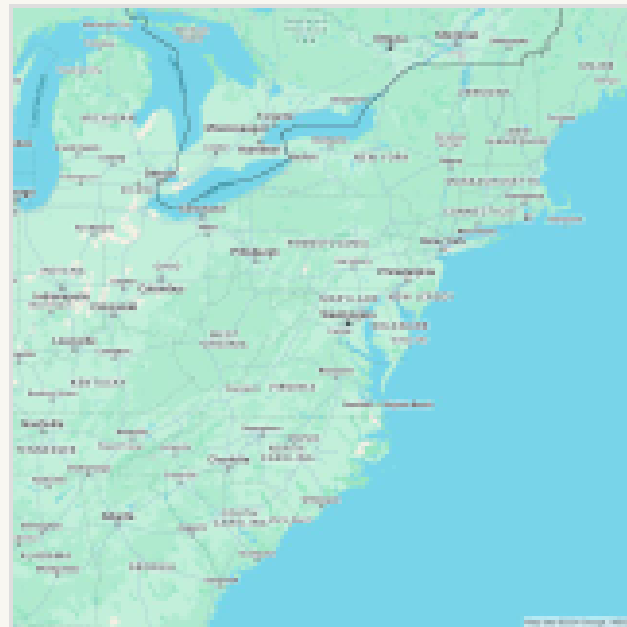
City Tour Timing from 7.30am – 10.30am

Tour operator: Khakhi Tours

Explore Mumbai

In your free time, or for those who are staying back or coming early to Mumbai, here's a list of shops/ restaurants/sights that you can consider exploring. Pls double click the link below.

We have marked out our meeting venues/ restaurants out as well.



Google Maps

Find local businesses, view maps and get driving directions in Google Maps.



Key contacts at ASCI

Manisha Kapoor : +91 98213-31442

Saloni Karle : +91 98195-89789

Shruti Sen Diwan: +91 98190-76501

Saheli Sinha: +91 99201-15272

Namrata Bachani: +91 98201-03164

Packing!

1. International adapter (Can easily be obtained here as well)
2. Sunscreen
3. Cotton, linen clothes
4. Mosquito patches/ lotions/ band
5. Sunglasses
6. Comfy shoes for the walking tour

For those on the Golden Triangle tour:

1. Caps/Hats
2. Jacket for the forest safari

Overall don't pack too much because you are likely to find some good stuff to take back!



Travel information - Data & Roaming

India has some of the cheapest data plans in the world, but beware that the density of population may sometimes make network a bit patchy.

You can check for data plans from your provider or obtain a local SIM card on your arrival.

You can also buy an eSIM before your trip. It allows you to have mobile data and connectivity as soon as you land, without the hassle of finding a local SIM card. Many international eSIM providers offer plans specifically for India, making it easy to activate your service in advance.

Wifi will be available in the hotel and the conference rooms



Travel information - Miscellaneous

Food: Most restaurants in India do not serve beef or pork. Vegetarian and vegan food is abundantly available in all places. If you have any dietary restrictions or preferences, do not hesitate to let us know.

Shopping: Clothes and fabrics, spices, handicrafts, ayurvedic products are usually popular things to buy. Please note that powdered spices must be packed in your checked in luggage.

Taxis: While we are taking care of your local transport, please also note that Uber works in Mumbai. At peak times, it's a bit of a mess with frequent cancellations. Street taxis are available easily, but they are not air conditioned. Auto-rickshaws (similar to Tuk-tuks) only operate in the suburbs.

Safety: Mumbai is generally considered to be a safe city. All usual precautions that you might take in any large city, especially in tourist areas, should be exercised.

Please write/call for any clarifications



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