

Press Release:

DDB Mudra West partners with Sintex Industries Limited

Mumbai, 30 September, 2014: DDB Mudra West wins creative duties for Sintex Industries Ltd., a leader in the plastics industry offering world class plastics products and solutions for a wide range of industries. The account will be handled by one of DDB Mudra West's offices in Ahmedabad.

Sintex Industries is the world's largest producer of plastic water tanks. It is also Asia's largest manufacturer of corduroy fabrics. Sintex has a strong presence in the European, American, African, and Asian markets including countries like France, Germany and USA. It is primarily in manufacturing textiles & plastic products. Its manufacturing includes a wide range of plastic products including prefabricated structures, industrial custom moulding products, monolithic constructions and water storage tanks. In the textile segment, the company focuses on niche segment specializing in men's shirting.

Sintex's green products include Rainwater Harvesting System for Drinking Water, Decentralized Wastewater Treatment System (PWTS), Solar Cookers, Biogas Plants, Sandwich Panels and uPVC / PVC Windows.

Sanjib Roy, CEO, Sintex - Plastics Division, said, "We chose DDB Mudra because of their exceptional strategic demonstration and proven creative prowess. We certainly believe that this partnership will help take brand Sintex to newer heights of glory."

"Sintex is an iconic brand in India. The brand has today gone beyond the water storage tanks that retail consumers knew it for. The business now encompasses water treatment systems, biogas plants, pre-fabricated structures, uPVC windows and PVC sandwich panels, underground fuel storage tanks, false ceilings, kitchen cabinets, electrical meter and junction boxes, industrial products among other innovative offerings. The endeavour will be to make retail and industrial customers aware of the diversified indigenous innovations that Sintex offers today. We hope to partner the next phase of this journey while retaining the iconic status that this brand has earned over the years", states **Rajiv Sabnis, Executive Director, DDB Mudra Group & President, DDB Mudra West**.

About DDB Mudra West

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra West's client roster includes Future Group (Future Value Retail Limited), Godrej No.1, Gulf Oil, Hindustan Unilever Limited, PepsiCo, Lipton International, Inorbit Malls, Johnson & Johnson (Neutrogena and Clean & Clear), Kalpataru, Korum Mall, Lavasa, L&T Realty, Life Insurance Corporation of India, Nirmal Lifestyle, Savita Oil Technologies, Union Bank of India, Volkswagen, World Wide Media (Femina, Filmfare, Lonely Planet Magazine, Top Gear Magazine, Good Food Magazine, BBC Knowledge, Good Homes), Century Plyboards, Symphony, Zydus Wellness, Arvind, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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