

## Press Release

### **DDB Mudra West wins creative duties for India's leading Hindi movie channels Sony Max and Max 2**

**Mumbai, 10 October, 2014:** Continuing its winning streak, DDB Mudra West has won the creative duties for India's leading Hindi movie channels - **Sony's Max and Sony Max 2**, following a competitive multi-agency pitch. The account will be handled out of DDB Mudra West's Mumbai office. The incumbent on the accounts is JWT India.

It is an exciting time for DDB Mudra West with Sony Max and Max 2 being added to its kitty. With their quality content and interesting packaging, both the channels have established a distinct brand positioning for themselves in the market as well as in the minds of the audience. Their unique and out of the box brand communication has further helped to strengthen their leading position.

Commenting on the partnership, **Vaishali Sharma, VP - Marketing & Communications, MAX & MAX2** said "With the ever changing business environment, it is important to continuously reinvent and innovate as a market leader. We are happy to have DDB Mudra as our new agency on board and look forward to working with them. We are confident that they will provide us with a fresh perspective for our campaigns and will enable us to scale new heights."

**Rajiv Sabnis, executive director & president, DDB Mudra Group** added, "Sony Max recognises and fuels the obsession that viewers have about Bollywood and Cricket. The Max brand has been firmly established as the original bollywood channel. With IPL, Max has added a further layer of cricket entertainment. The DDB Mudra mandate is to make a strong emotional connection between the channel and its viewers and seamlessly integrate it into their lives. Obsession being the bridge that joins the two and takes the relationship to the next level. We look forward to this exciting partnership."

#### **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, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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