

Press Release:

DDB Mudra West wins dot-triple-0 (.000), a dream project by Infibeam

Mumbai, 25 August, 2014: Post a multi-agency pitch, Infibeam.000 has handed its creative duties to DDB Mudra West. The account will be handled by DDB Mudra West's office in Ahmedabad.

000 is one of the first Generic Top Level Domain (gTLD) in India from the E-commerce pioneer, Infibeam Incorporation Ltd. With the .000 gTLD Infibeam intends to expand, on a global scale, the valued service they already provide to brick-and-mortar retailers, specifically delivering a dedicated online platform and their own personalized website with an address of their choice, to market their goods and services.

While the current system is limited to retailers in India, the adoption of a gTLD would permit retailers across the globe to operate from a trusted and secure online platform. The adoption of the gTLD by global retailers will dramatically increase consumer choice across a limitless range of goods and services, in a safe and trusted environment.

Their offering would not only extend to those currently running physical retail spaces, however, as the .000 gTLD easily could be used for any entity launching or expanding an e-commerce venture.

Commenting on the account win, **Rajiv Sabnis**, Executive Director, DDB Mudra Group & President, DDB Mudra West, said "This is a once-in-a-lifetime opportunity to launch a new domain across the world. It is one of the landmarks in the history of the internet. The .000 platform allows businesses to be taken online and with the power of Infibeam behind it. Which means that everything from the name till the fame, businesses will be supported online by Infibeam. It's also a great opportunity for anyone to get a personal, online identity too. DDB Mudra is proud to partner Infibeam in this journey of creating a unique .000 culture and ushering in a new breed of e-entrepreneurs across the world."

Advit Sahdev, Head Digital Marketing of Infibeam Inc., said, "With the introduction of .000 (dot-triple-0), Infibeam now becomes part of most credible online global community to offer exceptional opportunities to create successful brand identities. We are happy to have DDB Mudra as our creative partner and are confident in their expertise to deliver results."

About Infibeam Inc.

Infibeam Inc. is a leading online retailer in India & world fastest growing ecommerce Technology Company. Infibeam offers cloud based ecommerce platform service in B2C and B2B verticals and is recognized globally for its

innovative approach towards delivering business values and responsive to changing customer needs. The company believes in empowering every individual and business in the retail value chain by providing affordable technology to solve large scale business problems. Today, Infibeam is a trusted name in retail and technology platform services and a partner of choice for global business.

About DDB Mudra

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's client roster includes Adani Group, Bata, Carrier Midea, Century Ply, Cisco, Dabur, Future Group, Godrej, Gulf Oil, HBO, HUL, India Yamaha Motors, InOrbit Malls, Aditya Birla Nuvo Ltd., Peter England, Johnson & Johnson, Lavasa, Marico, Mother Dairy, Pantaloons, TTK Prestige, Turner International, Union Bank of India, United Spirits, Volkswagen, World Wide Media and Wrigley's, LIC, ICICI Lombard and Arvind.

Contact:-

Neeti Nayak – DDB Mudra Group

Neeti.nayak@ddbgroup.com

+91 80800 45879

