

India's first six- pack abs Ganesh set up by Nutralite and DDB Mudra Group

Mumbai, September 9, 2014: This Ganesh Utsav, Nutralite and DDB Mudra Group have initiated a vow of good health with Health Cha Shree Ganesh- India's first six- pack abs Ganesh. The pandal set up at Andheri-West, Mumbai, is a unique revolutionary concept which promotes good health.

Enter the Health Cha Shree Ganesh pandal and one can see the gigantic and intimidating Ganesh in his transformed six- pack abs avatar. As one moves ahead, one sees various interesting additions like the **weighing machine, calorie donation box** (where one can vow to donate no. of calories to the deity) and a **sacrificial box** (where one can drop off their unhealthy habits and take an oath to stay on the path of good health). These acts signify a binding promise to *Ganpati Bappa* that one will not look back until he/she meets their goal.

The members of the DDB Mudra Group team left no stone unturned; they even appointed a pujari who was sporting his six- pack abs reciting mantras and hymns that were health related at the *pandal*. The prasad being shared with the devotees is a healthy Prasad comprising of lentil sprouts, sugar free modaks and fruits. To create a stress free ambience, the sound levels at the pandal are being maintained below the municipality permitted level.

On August 31, 2014 and September 01, 2014; a team of doctors, dieticians and health counselors were present to give free health checkups and advice on good health.

The unique 11 day event concluded with Nutralite and DDB Mudra Group bidding farewell to their healthy deity in a never seen before manner- India's first **visarjan workout marathon**. 50 plus professional Zumba dancers performed to the Zumba tunes while inviting and boosting the overlooking crowd to join in. The devotees also gave an overwhelming response trying to follow the lead. Every professional dancer had a pedometer wrapped around their wrist to count the no. of steps walked during the visarjan workout. It dint come as a surprise when the count of the cumulative calories donated to Lord Ganesh went up to 95, 000 calories. This was the farewell gift by the devotees to their six-pack ab deity.

Commenting on this initiative, **Aneil Deepak, Executive Director and Head of Ideas, DDB Mudra Group** said, "We were alarmed by the Lancet report that said India and China account for 15% of the world's obesity. We realized that a lot of people vowed for working towards good health as a New Year resolution but come mid-February, they gave up. We thought a lot about this and realized maybe the reason for people to break their resolution was probably because the muhurat (auspicious time) of January 1st, wasn't right. Hence, we decided to pre-pone all health resolutions to a more auspicious date - Vinayak Chaturthi, may be?"

Commenting on the idea of Health Cha Shree Ganesh, he mentioned, "Interestingly, Ganpati was the only God that flaunts a paunch. If he sported a 6-pack, we thought we could steer the conversation on good health. Thus was born "Health *Cha Shree Ganesh*" - colloquially

meaning the start of good health. We envisioned establishing the world's first religious property that helps one keep up his/her health resolutions by taking up Health *Cha Shree Ganesh*."

About DDB Mudra Group

The DDB Mudra Group, a part of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. DDB Mudra Group comprises three agency networks and six specialist agencies and eleven strategic business units which offer their expertise under four disciplines (Media, OOH, Retail and Experiential).

DDB Mudra Group operates out of its offices in fifteen leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 1, 75,000 villages, 4000 towns, 3500 schools and nearly 7 million students.

Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy.

DDB Mudra Group is one of India's most awarded agencies picking up numerous awards at top national and international award festivals including Cannes, Spikes Asia, Clio, Adfest, ABBYs, OAA (Outdoor Advertising Awards), PMAA – Dragons of Asia (Promotion Marketing Awards of Asia) and WOW (Experiential Awards). The Group has also won a number of metals in the IT and LLC (HR) award forums.

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