

DDB Mudra West ropes in Manish Darji as Executive Creative Director

Mumbai, 28th October, 2014: In a bid to further fortify its creative mandate, DDB Mudra West has appointed a well-known creative director in the industry, Manish Darji as Executive Creative Director.

Manish Darji is a profoundly awarded personality of the Indian advertising fraternity. During his tenure till date, he has taken home, prestigious awards right from the ABBYs to Spikes Asia to One Show, D&AD, LIA, New York Festivals and Cannes Lion. Recently, his work for CRY was also much appreciated at various award forums.

With over 15 years of experience, Darji joins DDB Mudra Group, from BBH India. He's worked with agencies such as McCann Erickson, Ogilvy, Rediffusion Y&R and Bates 141 and has worked on world renowned brands such as Coca Cola, NDTV, Western Union, WWF, Incredible India, Fevicol, Cadbury, Tata Nano, Virgin Mobile, Skoda, CRY, TVS Wego, Marico, Vaseline and Vat 69. This is Manish Darji's second stint with DDB Mudra Group.

Quoting on Manish's appointment, **Rahul Mathew**, Creative Head, DDB Mudra West said, "I've worked with Manish Darji at various stages of his career, and he has been a different Manish each time. It is this doggedness of his to keep evolving that makes him one of the finest in the country. With his unique and inimitable style, he harnesses the power of design to create solutions for many brands. Little wonder that work has been applauded and celebrated at various forums. And we can't wait for him to create a lot more magic with us."

On joining DDB Mudra West, Darji said, "DDB Mudra is undergoing a transformation and it's always great to be a part of change. The agency has a terrific roster of clients who I'm keen to work with. I'm also happy to be working with Rahul again and create some spectacular work."

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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