

## PRESS RELEASE

---

FOR IMMEDIATE RELEASE

### **Keegan Pinto joins DDB Mudra West as Group Creative Director**

**November 4, 2014 | Mumbai**

As the fortifying process continues, DDB Mudra West has recently announced the appointment of Keegan Pinto as Group Creative Director soon after appointing Manish Darji as the Executive Creative Director.

With more than a decade of experience, Keegan's previous stints were with Lowe Lintas, Bates 141, Rediffusion Young & Rubicam, O&M Mumbai, Ambience Publicis and Colenso BBDO Auckland, New Zealand. He has been associated with brands including Tata Tea 'Jaago Re', Lifebuoy Worldwide, ICICI Prudential Life Insurance, Tetley Tea, Videocon d2h, Onida air conditioners, TVS, Domex, Croma, Bajaj Bikes, DNA newspaper, Airtel, Economic Times, HLL - Dove, Lakme, Pond's, P&G - Vicks, Kingfisher Airlines, Zoom TV, Hindustan Pencils, World Gold Council and BBC World to name a few.

His work has won him accolades in both the international and national circuits including the prestigious New York Festival, D&AD, One Show, Adfest, Cannes Lions, ABBYS and EFFIES. He was named as 'India's Advertising Young Gun' by AFAQS (Year?) and was entitled as 'Rockstar of Indian Advertising' by Campaign India magazine (Year?). Keegan led some of the famous award winning campaigns such as 'Bande Achche Hain' for ICICI Prudential Life Insurance, 'Power of 49' campaign for Tata Tea, 'Heat mein Dheet Hain' for Onida AC, 'Inside waala Snaan' for Tetley Green Tea and 'For Indian Values' for Videocon d2h. While at Bates, Keegan was also responsible for the successful 'MTV Stay Raw' campaign.

Commenting on his new role, Keegan commented quoted "I've been a fan of Sonal's work especially the 'Indian Panga League' campaign for Virgin Mobile and I really look forward to working with him. Rahul Mathew is a powerhouse too, and now with him leading the way at DDB Mudra West, I see a real reason to join the fight and help take DDB Mudra West to the next level. DDB Mudra Group has always had all it takes to be a serious influencer in the Indian advertising scene, and I hope to be part of that little push with some fun, 'junta' work."

**Quote from Rahul Mathew:**

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.

**CONTACT:**

Akanksha Mishra | [akanksha.mishra@ddb mudragroup.com](mailto:akanksha.mishra@ddb mudragroup.com) | + 91 9930338901