

**Press Release:**

**DDB Mudra West appoints Ferzad Variyava as Group Creative Director**

**Mumbai, 21 August, 2014:** DDB Mudra has announced the appointment of Ferzad Variyava as Group Creative Director, DDB Mudra West. Ferzad will be based out of the agency's office in Mumbai.

Ferzad Variyava joins DDB Mudra West from L&K Saatchi & Saatchi, where he worked as Executive Creative Director. His advertising career started out with Ambience Publicis and has worked for leading agencies such as, Publicis Ambience, Alok Nanda & Co., JWT, Leo Burnett and McCann Erickson.

With over 13 years of experience, Ferzad has worked on household blue chip brands in banking, media, FMCG, beauty, personal care, travel and telecommunications. With a history of partnering new business wins, he has been mentored by industry legends in senior client and agency relationship management.

Ferzad has found acclaim and appreciation across several festivals locally and internationally including The Abbys (GOAFEST), New York Festivals, The One Show, D&AD (in-book), Cannes, Clios and Young Guns.

Commenting on joining DDB Mudra West, **Ferzad** said, "I am absolutely thrilled to be working with Rahul Mathew and Sonal Dabral. I have always been a fan of work and culture of DDB Mudra and I feel privileged to be a part of this team."

On the new appointment, **Rahul Mathew**, Creative Head, DDB Mudra West, said, "Over the last few months, we've been rebuilding our creative force here at DDB Mudra West. And Ferzad is yet another stride in that direction. I have always admired his craft as a writer and am sure he's going to raise the standard, on many counts, for all of us."

**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@ddb mudragroup.com](mailto:Neeti.nayak@ddb mudragroup.com)

+91 80800 45879

