

## PRESS RELEASE

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FOR IMMEDIATE RELEASE

**DDB Mudra West wins creative mandate for Sony MAX and SIX's marketing campaign for Pepsi IPL 2015**

**Celebrates Pepsi IPL 2015 as 'India Ka Tyohaar'**

Mumbai | March 13, 2015

### Links to the work

#### Teasers

<https://www.youtube.com/watch?v=SI4yeqvlYH8>

[https://www.youtube.com/watch?v=TFFycZz\\_S74](https://www.youtube.com/watch?v=TFFycZz_S74)

<https://www.youtube.com/watch?v=2HBcLBMinC4>

#### Anthem

<https://www.youtube.com/watch?v=lyq2yQ0oYro>

DDB Mudra West has recently won the creative account of Pepsi IPL 2015. The agency handles the creative mandate for Sony MAX further to which it got the Pepsi IPL 2015 account.

With the ICC World Cup Fever 2015 soaring, India is preparing for yet another high decibel cricket battle – The Pepsi IPL 2015. In order to rejuvenate the cricket viewers' interest and prepare them for a different level of excitement, Sony MAX and DDB Mudra West have crafted a three staged, full powered campaign called **'India Ka Tyohaar.'**

### About the campaign

India is a land of festivals and cricket is a multicultural religion uniting every Indian. Just like every religion, cricket also has its festival- The Indian Premier League. Based on this thought, the idea for this year's Pepsi IPL 2015 campaign- **India Ka Tyohar** talks about the tournament as a festival which not only unites India but also brings together cricket players from across the world, uniting as clubs, battling for the winning cup of Pepsi IPL 2015.

The first phase of the campaign kick-started on Feb 24, 2015 included teasers showcasing people from various walks of life gearing up for **'India Ka Tyohaar'**. Spun around one of the key messages of Pepsi IPL 2015; erasing differences (social classes, occupation etc.) between people, the three teasers have a fun-filled tonality to them.

The recently released second phase of the campaign is the Pepsi IPL 2015 anthem. Penned by Sonal Dabral and his team at DDB Mudra West, the anthem is composed by the music artist brothers Salim-Suleiman. The anthem will further be followed by three

more creatives around the theme of the anthem '*Isme hai dilon ka pyaar, yeh hai India ka tyohar*'.

The anthem will further transpire to other mediums of reaching out to the audience. Even the Extra Innings music video will be shot around the anthem. The look of the set and the entire packaging will symbolise celebration. The TVCs will go on air closer to the tournament's start and will continue through the event marking the third phase of the campaign.

The campaign would be spread across electronic, print and digital mediums.

Commenting on giving the creative mandate to DDB Mudra West, **Neeraj Vyas, Senior EVP & Business Head, MAX, said**, "For Pepsi IPL 2015, we wanted to have a campaign that brings people together in celebrating a much loved sport like cricket. DDB Mudra West has the talent, creativity and expertise to deliver a promising campaign such as 'India ka Tyohaar' which invites people to partake in this fun and festivity by putting aside their differences. We believe the agency will help make the Pepsi IPL 2015 a national rage and strengthen the emotional affinity towards the tournament."

**Quoting on the account win, Rajiv Sabnis, President, DDB Mudra West said**, "It's a great feeling to partner the biggest sporting campaign of India- the Pepsi IPL 2015. The focus is back on celebrating the sport, limited overs cricket, and celebrating the enormous fan-following that it has not just in India but around the world. Cricket unifies, it brings joy, it infuses optimism and it even rejuvenates the economy. Cricket has the power to bring Indians together as one nation and one people. "India ka Tyohaar" is Sony MAX and Sony Six's initiative to celebrate Pepsi IPL 2015 as the largest, unifying festival of India."

**Quoting on the campaign, Sonal Dabral, CCO and Chairman, DDB Mudra Group said**, "If Cricket is a religion in India, Pepsi IPL 2015 is its only true festival. Unlike any other sporting event in the world, it's a microcosm of the passion, fervour and madness that envelops our country whenever cricket is played, uniting hearts and minds in its wake. And unlike any other festival in India, this is one festival that every Indian celebrates. It's got the colours of Holi, the festivity of Diwali, the brotherhood of Eid and the joy of Christmas. What else can you call it but one amazing 'India Ka Tyohaar'? It's been a privilege and an honour to create this big idea for Pepsi IPL 2015. Here's to Sony! Here's to India Ka Tyohaar!"

Credits

**Agency Name:** DDB Mudra West

**Chairman & Chief Creative Officer:** Sonal Dabral

**President:** Rajiv Sabnis

**Creative Team:** Rahul Mathew, Ashish Phatak, Siddhesh Khatavkar, Sanket Wadwalkar, Srijan Shukla, Rohan Dsouza, Lavina Shahani, Yorham Dsouza

**Account Management Team:** Sanjay Panday, Makarand Gholba, Seema Mhate

**Films Team:** Vishal Sane, Siddhi Bhopale

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 Value Retail 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,



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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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