

PRESS RELEASE

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Kavita Sadana appointed as Group Account Director, DDB MudraMax
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Added to DDB MudraMax's robust leadership team is Kavita Sadana, who has joined the agency as Group Account Director.

Kavita will be spearheading DDB MudraMax's Ahmedabad operations and businesses including experiential, media, outdoor and retail.

Kavita joins DDB MudraMax with a rich experience of over two decades in the marketing communications fraternity. She comes with a multi-dimensional background of working across platforms and sectors with organizations from media publishing, entertainment and advertising functions. Her career scale has boomed from starting at Asian Age where she worked in the marketing team to heading the team at Freihert Mydia, Ahmedabad in her last stint. Her experience includes working at strong and innovative organizations like Radio City, Amagi Media Labs and Fun Multiplex Pvt. Ltd to name a few.

On joining DDB MudraMax, **Kavita** said, "Ahmedabad and Gujarat contain clients who are mostly entrepreneurs and owners. They prefer a single window solution from their partner agency. Hence, offering all the four services under single identity will be our biggest strength. This market operates on a lot of trust and DDB MudraMax enjoys the finest reputation here. With this combined advantage, we can surely look at excellent business volumes and putting DDB MudraMax - Ahmedabad as a strong player on the National map. I am very proud to be associated with the agency and I look forward to working under the leadership of Sathyamurthy and Mandeep."

Quoting on Kavita's appointment, **Mandeep Malhotra, President and Head, DDB MudraMax** said, "It's great to have Kavita on board. Other than her experience, she brings a lot of joy and pride in working with great perseverance and professionalism. We are looking forward to her contribution in making Ahmedabad office a rocking and self-sustaining one."

Adding to this, **Sathyamurthy Namakkal, President, DDB MudraMax-Media** said “She is an excellent addition to the team and fortifies our team in the Gujarat market.”

About DDB MudraMax

DDB MudraMax (Engagement & Experience), provides multi-specialty expertise to help build brands in the age of convergence and complex consumer dynamics. DDB MudraMax comprises four disciplines - Media, OOH, Retail and Experiential.

These specialized SBUs offer “ideas based” touch point-agnostic solutions across TV, Print, Radio, Cinema, Digital (including Mobile), Out-of-Home, Retail, Activation, Events, Bottom of the pyramid (Smaller emerging towns, Rural), Sports, Music, Youth, Entertainment etc.

The Media Unit specializes in partnering with “entrepreneurial minded clients” and has been listed under the top 3 ‘High Profile’ media agencies by RECMA in 2013.

The Outdoor and Experiential Units have been christened ‘The Agency of the Year’ at various Outdoor and Experiential/Event forums respectively.

Apart from this, DDB MudraMax dominated the “Agency Happiness Report”, the first of its kind by Afaqs! by being crowned ‘The Happiest Agency’ of 2012.

DDB MudraMax Media Unit’s client roster includes ACC Limited, Aircel, Amway India Enterprise Pvt. Ltd., Ashok Leyland Ltd., Bank of India, Bata India Ltd., Bharat Petroleum Corporation Ltd., Book My Show, Carrier Midea , Duroflex Ltd., Garuda Food, Gulf Oil Corporation Ltd., H.K. Jewels Pvt. Ltd., Hardcastle Restaurants (McDonald), HBO, IDBI Bank Limited , India Yamaha Motor Pvt. Ltd., IndiaFirst Life Insurance Company Ltd., Jaypee Group, Jyothi Laboratories Ltd., Kalpataru Limited, Kalyan Silks, Larsen & Toubro Limited, Life Insurance Corporation of India, N. Ranga Rao & Sons, Paragon Rubber Industries, Savita Oil Technologies Limited, Sintex Industries, Sobha Developers, State Bank of India, Tata Gold Plus (Titan Company), Tommy Hilfiger Arvind Fashion, TTK Prestige Ltd., Twinings, V- Guard Industries Ltd., Wildcraft

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