



PRESS RELEASE

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Aircel picks DDB Mudra Group as its Creative agency

May, 4, 2015 | Mumbai

Following a rigorous multi-agency pitch, Aircel has handed its creative mandate to DDB Mudra Group. The account will be handled out of DDB Mudra North.

The incumbent agency on the account is McCann Worldgroup.

Aircel is one of India's largest and fastest growing GSM mobile service provider with a subscriber base of 65.1 million. Aircel is a pan India operator with a presence across 23 circles. The company offers voice & data services ranging from postpaid and prepaid plans, 2G and 3G services, Broadband Wireless Access (BWA), Long Term Evolution (LTE) to Value-Added-Services (VAS). In addition to providing premium internet access solutions to facilitate data intensive live streaming applications, the company has also paved the way to be amongst the first to offer 3G and 4G LTE services to customers.

On winning the account, Group CEO & Managing Director, **Madhukar Kamath** said: "This is a prestigious win for DDB Mudra Group. The whole team at DDB Mudra North and our pool of resources nationwide can't wait to start working on the brand and add value. It helps that we have an unmatched experience in the telecom sector, in many international markets. Here's to a great partnership with Aircel."

Said **Sonal Dabral**, Chairman & CCO, DDB Mudra Group, "Being chosen by Aircel, one of India's fastest growing telecom brands, as their communication partner is both an honour and a big responsibility. This win is a testament to the superb talent that we have across the DDB Mudra Group and we look forward to creating a host of breakthrough ideas for this innovative and exciting brand."

Adding to this, **Vandana Das**, President, DDB Mudra North, said, "This is a fantastic achievement. We are thrilled to be working on Aircel. My team and I will be focused on solving business problems and producing outstanding creative ideas that deliver great results. The journey has just begun."

On working on Aircel again, **Sambit Mohanty**, Creative Head, DDB Mudra North, said, "It feels great to be back on Aircel! This is one of our biggest wins and we will leave no stone unturned to ensure some truly memorable work emerges out of it."

About DDB Mudra North

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 North's client roster includes Dabur, Wrigley, Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion and Cisco among others.

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