

PRESS RELEASE

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DDB MudraMax-Media appoints Gerald Roche as Senior Vice President June 3, 2015| Mumbai

To strengthen the multi-specialty expertise of the agency and to help build brands in the age of convergence and complex consumer dynamics, DDB MudraMax-Media has appointed Gerald Roche as Senior Vice President.

Gerald has experienced all aspects of media planning, buying and AOR management in his career span of close to two decades. In addition to specializing in digital strategy, he has also created several brand building innovations.

He has had long stints in India and the Middle East with leading agencies like Carat, OMD, Madison Media and Starcom MediaVest. His experience also includes spells with Television and Outdoor media companies. His last assignment was at Starcom MediaVest where he was appointed as Vice President-Media Buying.

Gerald has worked with several established clients like Asian Paints, Aircel, Axis Bank, Britannia, Cadbury (Mondelez), Chrysler, Emirates, Marico, McDonalds, Ranbaxy/Sun Pharma and Tata Chemicals among others. His work with media innovations has won several awards at Goafest and EMVIEs, including two Grand EMVIEs in 2008 and 2012.

Quoting on his appointment, **Gerald Roche** said, “MudraMax- Media and DDB Mudra Group with its array of capabilities, offers clients with outcome focused solutions, that are differentiated and out of the box. I am delighted to be a part of this team.”

Quoting on Gerald’s appointment, **Sathyamurthy Namakkal, President, DDB MudraMax-Media and OOH** said, “Gerald brings a set of skills to MudraMax; some that are unique and some that complement our current talent and philosophy. His leadership will benefit all our clients, team and media partners.”

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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