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DDB Mudra West appoints Manoj Bhagat as Group Creative Director

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DDB Mudra West has recently roped in Manoj Bhagat as Group Creative Director.

Manoj joins the agency's Mumbai office from Greenapple Design where he was appointed as a Creative Director for close to three years. Over his decade long experience, he has worked with reputed agencies such as Grey Worldwide, L&K Saatchi & Saatchi and Access Leo Burnett, Nairobi. He's worked with DDB Mudra Group's Bengaluru and Mumbai office at two different stints during his career.

Manoj has worked on numerous multinational brands in the telecom, FMCG, automobile, financial and corporate sector. His key client roster includes brands like Orange Telkom, Deutsche Bank, Sony Walkman, Tata Motors, Haig-Diageo, EDW, Big Bazaar, PE Bags, Indus Pride, Cadbury, Corolla, Prada - Toyota, Suzlon Energy Ltd. to name a few.

Manoj strongly believes that advertising has the distinguished ability to emotionally engage, inform and uplift viewers. It can and should effect positive change in our world. A staunch creative person, Manoj likes to undertake photography, calligraphy and paper craft in his spare time.

Quoting on his appointment, Manoj said, "Joining DDB Mudra is like coming back home. To take on new responsibilities and be a part of a completely integrated agency which has strong future plans is rather exciting. **I'm thrilled to work with some of DDB Mudra West's key clients.** It will be great fun to create some remarkable work with the team and further contribute in building the brand. I am also looking forward to working with Rahul Mathew and being a part of his vision."

Quoting on Manoj's appointment, **Rahul Mathew, Creative Head, DDB Mudra West**, said, "Our journey over the last year has been one of reinventing ourselves and our creative product. Manoj is another step in this direction. Am sure he will help us see newer and better ways of creating solutions for our clients."

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 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, Nirma Lifestyle, 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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