

## PRESS RELEASE

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### **DDB Mudra South & East appoints Tejali Shete and Ajay Menon as Senior Creative Directors**

**Mumbai, 23 April, 2015**

Tejali Shete and Ajay Menon have joined DDB Mudra South & East as Senior Creative Directors, based out of the agency's Bengaluru office.

With over a decade of experience in the creative communications industry, Tejali joins DDB Mudra from Grey Worldwide and a short stint at Leo Burnett, Kuala Lumpur. Tejali has worked with leading advertising agencies including Contract, Lowe Lintas, Ogilvy & Mather, Creativeland Asia, and Percept/H. She's worked on an array of world-renowned brands including Coca-Cola regional, Samsung regional, Pantene, AmbiPur, Wella, Downy, Godrej Cinthol, Godrej Aer, Godrej Expert Hair Color, Asian Paints, Samsonite, HSBC, Tata Indicom and Photon, Louis Phillip, Vladivar Vodka, Johnson's Baby, Femina, Ceat, and Brooke Bond Red Label to name a few.

Ajay Menon joins DDB Mudra from JWT Chennai where he was Senior Creative Director & AVP. With over 16 years of experience, Ajay has worked on MRF, Blackberry smartphones, Cinthol, Godrej, TI Cycles, Indian Terrain, HP, Fiat, Mitsubishi, Sun Direct, Univercell, Mico Bosch, Lacto Calamine, and Piramal Healthcare. He has worked at Orchard in Mumbai, JWT in Chennai, and Saatchi in Bengaluru. In 1999, Ajay wanted to go the Indie way and thus started a company called 'Litmus' where he was instrumental in designing and deploying a portal for high school students named [www.notakid.com](http://www.notakid.com)

On joining the DDB Mudra South and East, **Tejali Shete** quoted, "Joining DDB Mudra South and East was an easy decision for me, considering their diverse brand portfolio that carries immense potential, the quality of talent and a young and energetic team. Besides, I am excited to work with Sonal Dabral, whose work I have been following since the days when I was cutting my teeth in advertising. He has fostered an excellent balance between creative excellence and focus on client success at DDB Mudra, which would help us as a team to achieve laurels on national as well as international platforms."

Quoted **Ajay Menon**, "Back in Bengaluru after 9 years, coming to DDB Mudra is in many ways, a homecoming. This agency offers some great things - strong leadership, an emphasis on creativity, an open culture, a terrific team



and great brands. In other words, all the necessary elements to create great advertising. It's an opportunity that no creative guy looking to making an impact will pass."

On the new appointments **Ranji Cherian**, President, DDB Mudra South & East, quoted, "I am delighted to have Tejali Shete & Ajay Menon join our team at DDB Mudra South and East. They come in with solid experience and strong body of work to showcase. They are extremely talented and nice to work with and fit into our DDB culture that prioritizes creativity & humanity. I am confident that their contribution will take our agency to greater heights."

#### **About DDB Mudra South & East**

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 South & East's client roster includes N. Ranga Rao & Sons, TTK Prestige, Aditya Birla Nuvo Ltd., Peter England, Loyalty Solutions and Research, Nitesh Housing Developers, Ruchi Soya Industries Ltd., Ushodaya Enterprises, Bhima Jewels, AV Thomas & Co, Corporation Bank, Senco Gold, Star Entertainment Media, SRMB Srijan, Coal India, Allahabad Bank, Orissa Manganese and Mineral and Sylvan Plyboard India.

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