

**Vishnu Srivatsav joins DDB Mudra Group as Creative Head, DDB Mudra South & East**

**May 26, 2015 | Mumbai**

A two-time Cannes Gold Lion winner, Vishnu Srivatsav, has recently joined DDB Mudra South & East as Creative Head. Joining the agency's Bengaluru office, Vishnu would be partnering Ranji Cherian, President, DDB Mudra South & East as the creative lead on the agency's client roster and would be reporting directly to Sonal Dabral, Chairman and CCO, DDB Mudra Group.

With experience of over 15 years, Vishnu began his career with RK Swamy BBDO and has also worked with leading creative agencies including FCB Ulka and Grey Worldwide. Vishnu joins DDB Mudra Group from Grey Worldwide where he was Senior Executive Creative Director.

During his 12-year long stint at Grey, he worked in every single office of the agency in India, collecting along the way, valuable experiences, businesses and of course metals from almost all the major local, regional and global award shows. Vishnu has been involved in creating brand building campaigns across categories like Automobile, Telecom, FMCG, Retail, Lifestyle, Fashion and IT.

Some of the world-renowned brands that he has worked with include Gillette, DHL, Fiat Punto, Honda Brio, Duracell, Killer Jeans, Indian Oil, Britannia, Bajaj Allianz Insurance, Dabur, Bharti Axa Insurance, Reliance Mobile, Intex, National Geographic Channel, Fox Traveller, Aircel Cellular, Lee Jeans, 3M, Dell and TimesPro.

In 2013 and 2014, his work for Duracell has won back-to-back Cannes Gold Lions, as well as a Bronze Lion. He has also been awarded with a Cannes Bronze Lion for his work on DHL in 2013. Other commendable accolades won by him include an Adfest Gold Lotus, D&AD Inbooks, One Show Merits, Kyoorius Blue Elephants, several Abby Awards and most recently, a Wood Pencil from D&AD for 'Writing in Press Advertising'.

Adweek named his campaign as one of the world's best print campaigns of 2014, and his recent film for Gillette was the most watched ad on YouTube during the Cricket World Cup.

On a personal front, Vishnu is a deeply passionate man. He loves X-Box, Soccer and happens to be such a big movie buff that he devours a film every single day.

On joining DDB Mudra South & East, **Vishnu** said, "It was a chance to join one of the world's most prestigious agencies. It was a chance to work with Sonal, who's an absolute legend. It was a chance to work on some great brands that have defined their markets. And well, here I am. I'm truly excited



## PRESS RELEASE

---

### FOR IMMEDIATE RELEASE

to partner Ranji and the rest of the team to do some great work on these awesome brands, and add to DDB Mudra Group's formidable reputation for creativity."

Said **Sonal Dabral, Chairman & CCO, DDB Mudra Group**, "Vishnu is a rare creative mind. A modern thinker and a great craftsman, his work has charmed the consumers and award juries alike. DDB Mudra Group is surging ahead with a new momentum so it's just the right time for a multi-dimensional talent like Vishnu to join us. I'm truly excited and confident that he will help continue this momentum and take one of our most important offices to the next level on the back of some path breaking creative work."

Adding to this, **Ranji Cherian, President, DDB Mudra South & East**, said, "We are delighted that Vishnu is joining us as Creative Head of DDB Mudra South & East. He is a great people's person and he is driven with passion and purpose. I wish him all the very best."

### About DDB Mudra Group

DDB Mudra Group is India's largest integrated marketing communications and services network. DDB Mudra Group comprises of ten agencies offering diversified and specialist services under one roof.

DDB Mudra Group operates out of its offices in eight leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 1,75,000 villages, 4000 towns, 3500 schools and nearly 7 million students. Apart from this, DDB Mudra Group also manages a fleet of at least 10,000 trade/field marketing professionals at any point in time.

Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy.

DDB Mudra Group is one of India's most awarded agencies picking up numerous awards at top national and international award festivals including Cannes, Spikes Asia, Clio, Adfest, ABBYs, OAA (Outdoor Advertising Awards), PMAA – Dragons of Asia (Promotion Marketing Awards of Asia) and WOW (Experiential Awards).

The Group has also won a number of metals in the IT and LLC (HR) award forums. The DDB Mudra Group's clients include Adani, Aditya Birla Group, Castrol, Cisco, Future Group, Godrej, HDFC Bank, HUL, Johnson & Johnson,



**PRESS RELEASE**

---

**FOR IMMEDIATE RELEASE**

Jyothy Laboratories, L&T, Nestle, Nike, PepsiCo, Red Bull, Sony, Star TV, UNICEF, Unilever, USL Diageo, Volkswagen and Wrigley among others.

DDB Mudra Group is a part of the Omnicom Group (NYSE).

**About Omnicom Group Inc.**

Omnicom Group Inc. (NYSE – OMC) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

For further information on Omnicom and its brands, please visit [www.omnicomgroup.com](http://www.omnicomgroup.com)

**For more information contact:**

Akanksha Mishra | [akanksha.mishra@ddb mudragroup.com](mailto:akanksha.mishra@ddb mudragroup.com) | +919930338901