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DDB Mudra Group announces new Leadership Structure for DDB MudraMax

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In line with the changing consumer & market dynamics and the imperative need to offer seamless consumer engagement solutions to clients, DDB Mudra Group today announced the realignment of its Media, OOH, Experiential and Retail businesses that are offered under the DDB MudraMax brand.

Sathyamurthy Namakkal, currently Executive Director, DDB Mudra Group and President, DDB MudraMax Media (including Digital), will now additionally take charge of the DDB MudraMax OOH business. This consolidation bolsters the multi channel media offerings of the group and will help clients benefit with access to the entire gamut of services in Data Analytics, Media Planning and Buying across all media touch points. Both units have grown aggressively over the past three years and this consolidation is the next step in achieving exponential growth.

Aneil Deepak (popularly known as Andee), currently Executive Director, DDB Mudra Group and Head of Ideas, DDB MudraMax, will now take charge of the DDB MudraMax Experiential business as well. Andee has taken the lead in delivering path breaking campaigns for clients in the Experiential and Engagement space viz. Health Cha Shree Ganesh, The Misunderstood Scoreboard, Eye for an Eye. With the Experiential business added to his portfolio, the Group looks to build innovative and engaging brand experiences, that deliver business growth for all clients.

Sameer Mehta, Head – Business & Operations, TracyLocke, will take independent charge of the business and will now report directly to Madhukar Kamath, Group CEO&MD, DDB Mudra Group. Sameer has been instrumental in delivering technology led solutions for clients to help grow their business in the Field Marketing, Shopper Marketing and the Retail space.

Commenting on the restructuring, **Madhukar Kamath, Group CEO & MD, DDB Mudra Group** said, “Partnering our clients in solving their business challenges and rewarding top performers in the group have always been top



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priority for us. Realigning the DDB MudraMax business helps us achieve both these objectives. We will also see several young and deserving talent in the group grow into positions of responsibility aligned to our constant endeavor of building an agile organization.”

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, 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,



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public relations and other specialty communications services to over 5,000 clients in more than 100 countries. FOR IMMEDIATE RELEASE

For further information on Omnicom and its brands, please visit www.omicomgroup.com

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