

PRESS RELEASE

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Triple A Asset Awards 2015 recognize DDB Mudra Group and Deutsche Bank as the Best Cash Management Solution in India

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In an award ceremony organized at Hong Kong, DDB Mudra Group and Deutsche Bank were awarded with Triple A Assets Awards by Asset Publishing and Research Ltd. for being the **Best Cash Management Solution in India**.

The Asset Triple A Awards are Asia's defining recognition for excellence in the financial industry. This reputation has been built upon the stringent methodology, combined with the rigorous approach to the selection of the winners of the coveted Triple A (Asset Asian Awards). The awards are adjudicated by The Asset's Board of Editors who collectively have several decades' worth of evaluating industry awards in Asia.

The recognition was conferred on DDB Mudra Group and Deutsche Bank following a stringent awards process which involved a formal written submission, a half-day assessment meeting with the independent judging panel, and client interviews and feedback.

The award winning entry by the agency and Deutsche Bank explained the initiatives undertaken by DDB Mudra Group to start a major integration project with Omnicom and how the agency reviewed its banking and cash management requirements to ensure it was positioned for growth and global performance. Deutsche Bank has been engaged with the group, locally over the last one and a half year advising them on their cash pool across multiple legal entities; this partnership was based on the Deutsche Bank's in-depth understanding of this highly regulated subject. As a part of re-evaluation of its banking in 2014, the agency was looking to identify potential areas of efficiency based on automation, technology & improved risk controls. Deutsche Bank's thorough understanding of the industry along with a detailed knowledge of the agency's systems & processes was key in customizing solutions.

On receiving the award, **Anurag Bansal, Chief Financial Officer, DDB Mudra Group** quoted, "It is our honor to receive the Triple A Assets Award for 'Best Cash Management Solution in India' by the Asset, which comes as a validation to the continuous innovation of our financial solutions that answers to our organization's needs. We look forward to continuing in excelling in the

development of our processes and methodology to what best fit the ever growing needs of our business. The Cash Pooling Mechanism and Virtual accounts ensure a dramatic shift from disjointed cash management activities to strategically aligned tangible outcomes.”

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, Localization 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, 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.omicomgroup.com

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