

PRESS RELEASE

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DDB Mudra South & East appoints Rajat Ray as Associate Vice President

June 18, 2015, Mumbai

A seasoned professional with over two decades of experience, Rajat Ray has been appointed Associate Vice President, DDB Mudra South & East. Based out of the agency's Bengaluru office, he would be reporting to Sujay Ghosh, Executive Vice President.

Rajat joins DDB Mudra, fresh from a five year stint at Ogilvy & Mather, where he was last designated Client Services Director and led the Consolidated Advertising team on the IBM account. Before that, he was associated with prominent agencies like Euro RSCG, Ogilvy (earlier stint) and Fountainhead.

Rajat has had extensive experience across sectors – both B2C and B2B – including but not limited to FMCG, Consumer Durables, Real Estate, Healthcare, Lifestyle, BFSI and IT and brings to the table, a high degree of proficiency in Digital Marketing.

Some of the key accounts he's worked on till date include Dabur Chyawanprash, Shriram Properties, The Ffort Radisson Resort, Konark Cement, Tata Steel, GKB Opticals, Aircel, Ramco Systems, Nyle Shampoo, Fairever Skin Cream, Eastern Masalas, EID Parry's Confectionaries, MRF Cricket Equipment, General Mills, Colgate Palmolive and Axis Bank.

A voracious reader, Rajat likes to keep himself updated with industry and general affairs to support his clients with better insights about people as consumers.

Quoting on his appointment, **Rajat** said, "I'm extremely excited about my new assignment at DDB Mudra and look forward to navigate through the unique opportunities and challenges that the alco-bev category presents. In the short span while I've been here, I've been struck by the overall levels of energy and enthusiasm. I am impressed with some of the work emanating from this office – clearly indicative of the high level of strategic thinking and creative talent it has at its disposal."

Quoting on Rajat's appointment, **Ranji Cherian, President, DDB Mudra South & East** said, "I am happy to welcome Rajat to the DDB family. Rajat brings with him strong creative agency experience handling global brands & businesses. He is an excellent people's person and demonstrates strong leadership skills."

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 USL Diageo, N. Ranga Rao & Sons, TTK Prestige, Aditya Birla Nuvo Ltd., Peter England, Nitesh Housing Developers, Ruchi Soya Industries Ltd., Ushodaya Enterprises, Bhima Jewels, AV Thomas & Co, Senco Gold, Star Entertainment Media, SRMB Srijan, Coal India, Allahabad Bank, Orissa Manganese and Mineral and Sylvan Plyboard India.

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