



PRESS RELEASE

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DDB Mudra Group appoints Shaleen Sharma as Vice President – Strategic Planning & Analytics for TracyLocke India

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Shaleen Sharma, Partner and Chief Strategy Officer at Wireframe with an experience of 16 years, working across places like Boston Consulting Group, Mindshare, JWT etc. has joined TracyLocke as Vice President – Strategic Planning & Analytics. Shaleen would be reporting to Sameer Mehta, Head- Business & Operations, TracyLocke and would be the lead strategist across the agency's clientele and service offerings that include shopper marketing, trade marketing and retail solutions.

Having worked across various categories, he brings on board a significant understanding of consumer engagement, brand management & building strategic marketing platforms that combine digital, media & entertainment domains.

Shaleen is currently working on the development of a qualitative tool that reveals human needs and motivations and places them in a contextual and cultural framework. The primary application of this tool is about driving a deeper connect between brands and their consumers. He has also developed a real time web analytics tool that is capable of integrating all the brand variables, like sales, click through rates, foot falls etc.

Quoting on his appointment, **Shaleen Sharma** said, "There are pivot points in life, where you realize, quite clearly, what is the next set of challenges you want to solve and the kind of people you want to work with. Tracy Locke, and by extension the DDB Mudra Group, signifies that pivot for me. Everything they are engaged with – be it, their client portfolio, the kind of work they are doing and the ambition they have for their future, makes me realize that my next opportunity for value creation lies here. It will be a privilege to be a journeyman with this Brotherhood!"

Quoting on Shaleen's appointment, **Sameer Mehta, Head- Business & Operations, TracyLocke** said, "At TracyLocke, we believe in Bottom – Up Grass roots approach to enable our clients with a business solution, which is powered by the Shopper insights. Shaleen brings in relevant experience in Shopper engagement strategies aligning it with brand Management & building strategic marketing. His understanding and expertise on Digital will only add to our vision of providing Technology lead Shopper insights and shopper experiences encompassing Path-to-purchase across the Retailers and e-tailers."

About TracyLocke

Founded in 1913, TracyLocke is the world's largest and most awarded shopper marketing and retail solutions agency. Our work influences behavioral change at the point of Buying with the sole purpose of enabling people to buy and to act. TracyLocke India offers a gamut of services like Shopper Consultants, Retail Audit, Merchandising Solutions, Store Identity Programs, Navigation Solutions, Shopper Engagement Programs, Modern Trade Activation, Digital and Technology Solutions and Specialist Solutions.

Since its launch in India in February 2012, the agency's client roster already includes renowned brands in India including Hindustan Unilever, Diageo, Adidas, ITC, Sharp, Panasonic, Smobility, Kansai Nerolac, Amazon, Lenovo, Canon, GE India, Logitech, Richo Hewlett Packard, IFB, Luxor, Samsung, Carrier Midea, TTK, Usha International, Asian Paints, L & T and Castrol among others.

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, 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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