

Press Release

Vineet Kindra joins DDB Mudra North as Senior Vice President and Business Partner

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Vineet Kindra has been roped in as Senior Vice President and Business Partner, DDB Mudra North and will be based out of Gurgaon.

Vineet joins DDB Mudra North from L&K Saatchi & Saatchi where he was the Vice President - Account Management. In his 18 year long career, he has worked for top agencies including Lowe, Ogilvy and Rediffusion Y&R on numerous Indian and multinational brands.

He has handled brands like Carlsberg/Tuborg, MTS Telecom, Yahoo, Max New York Life, Huawei, Hindustan Times, Greenply, Dabur, etc. Vineet has also been actively involved in new business development at most places.

Early years saw him launch his own agency Bhasha Advertising, where he developed brands such as Merino Laminates, Fibcom, & Escorts. Vineet spearheaded some highly successful campaigns for Hindustan Times, MTS and Greenply amongst others.

An avid Bollywood fan, talking about his appointment, Vineet says, "Today, Advertising is but a unique mix of human behaviour, creativity and technological innovations. With the DDB Mudra Group legacy, there is a proven capability to deliver powerful solutions for brands and I am excited to be a part of the dynamic team here at Gurgaon.

Quoting on Vineet's appointment, Vandana Das, President, DDB Mudra North said, ".."

About DDB Mudra North

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 North's client roster includes Aircel, Dabur, Wrigley,

Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion and Cisco among others.

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