

PRESS RELEASE

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DDB MudraMax (North) makes three senior appointments to bolster its Out of Home & Experiential Offering

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In order to elevate the integrated offering to clients and to ensure efficiencies and effectiveness centered around great ideas, 3 senior members have been added to the strengthen the Activation, OOH & Media team at the Gurgaon office of DDB MudraMax.

Puspendra Singh (Pushpi) who comes in as Senior VP, DDB MudraMax-OOH & Experiential will be responsible for Client delight, while **Arijit Chakrabarti**, General Manager will be responsible for Data, Insights & Strategy for entire DDB MudraMax including their Media/Digital offerings. **Bhuwan Pandey**, General Manager, will focus on driving efficiencies and partner relationships.

Pushpi, an erstwhile Consulting Advisor with Street Talk Connect brings home over 23 years of vast experience in New Business Development, OOH Planning and Brand solutions, Events. His experience spans over prestigious clientele like Airtel, Pepsi, Maruti, LG, Samsung to FMCG giant Unilever. Over the years, Pushpi has served organizations like Kinetic, Posterscope and Aeren Initiative.

Arijit brings on the table an exhaustive knowledge bank from both the client and the agencies' end. With more than a decade of experience of being associated with companies like Moms Outdoor Solution, Bennett Coleman & Co. Ltd., Tata Docomo and Greenlam Industries, Arijit has a reputation in strategic planning and delivering customized solutions. Arijit has also been recognized thrice by e4m-OOH Awards for innovative campaigns.

Bhuwan joins DDB MudraMax with over a decade of experience of working across brands in various sectors. Known for his ruthless negotiation skills and partner management, his earlier stints includes organizations like Tata Motors, Jagran Engage and Kinetic OOH.

Quoting on the appointments, **Sathyamurthy Namakkal, Executive Director, DDB Mudra Group & President DDB MudraMax (Sathya)** says, "The impact of this new team is already being felt at the market place. This leadership team will certainly add a lot of rigor, vigor and positive aggression to our integrated offering."

About DDB MudraMax

DDB MudraMax, the Engagement & Experience agency of the DDB Mudra Group, provides multi-specialty expertise including OOH, Retail & Experiential to help build brands in the age of convergence.

The agency's Outdoor, Retail & Experiential offerings are backed by an indomitable award track record including bagging 'The Specialist Agency of the Year' for three consecutive years 2010, 2011 and 2012 by Campaign Asia Pacific. In 2013, the agency won 'Best New Business Development Team of the Year – South Asia', and came second in the 'Specialist Agency' category at the same forum.

The agency has been christened 'The Agency of the Year' at various outdoor forums including OAC and Exchange4media awards, among others.

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