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Kabir Ahmed joins RAPP India as Group Director- Brand Communication

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Kabir Ahmed, erstwhile Brand Services Director at Lowe, Mumbai has joined DDB Mudra Group as Group Director- Brand Communication at RAPP India.

Backed with an experience of over 9 years, Kabir has worked for both, brand communication and creative execution for his clients. From his stints at Lowe and Percept/H, he gathered knowledge in brand communications while working on brands like FedEx, Sunburn, Idea Cellular services, Practo.com, HSBC Bank and HSBC InvestDirect amongst others. His earlier stint at DDB Mudra, Chennai, and Art Advertising, Mumbai, during former years of his career span gave him an opportunity to work on the creative end for brands like Anchor, Dyna, Fem, Schwarzkopf, Nippon Paint, Cavin Kare, J. Hampstead, Mistair, Siyarams, Monginis, Medimix, Rakindo, and Ashok Leyland.

At RAPP India, Kabir would be reporting to Venkat Mallik, President, RAPP India and would be managing clients across the agency's portfolio.

Quoting on his appointment, Kabir said, "For me, it was to look at doing something different in advertising. At RAPP India, the true sense of 360 degree, including the digital exercise on a brand, approach to marketing communications and the sheer magnitude of work done for its clients excited me. I look forward to add value to these processes."

Venkat Mallikarjunan, President, RAPP India quoted, "RAPP India is going through its next phase of growth with a number of new business wins and a truly fabulous array of clients and spread of work. In a typical work day our life moves from a digital assignment to one involving Data and consumer engagement and then to a classical brand building task. It's a truly exciting period of time when we need people with deep passion for the communications business supported with a high level of energy and versatility. Kabir brings in just the right blend of enthusiasm and experience for the period ahead."

About RAPP India

RAPP, is a new age lead agency with a multi-channel offering and a data driven approach to building brands. RAPP is a part of the Omnicom Group and has 50 plus offices in over 30 countries. RAPP has capabilities in Brand Planning, Mass media communication, Digital, Analytics, Direct Marketing, CRM & Loyalty.

RAPP has platforms, tools and processes that provide sophisticated insights and help clients with engaging consumer experiences executed across all relevant touch points. RAPP offers compelling creative business solutions that produce results at the best ROI.

RAPP's India clients include Aditya Birla Group, Emerson, HDFC, Hewlett Packard, Loyalty Solutions, Royal Canin, FBB and V-Guard among others.

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