

PRESS RELEASE

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DDB MudraMax- Media wins the media mandate for Modi Naturals

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Following a multi- agency pitch, DDB MudraMax has bagged the media mandate for Modi Naturals, one of India's fastest growing FMCG companies, with innovative products in the edible oil category. The account will be managed by the agency's North team.

The company's flagship brand 'Oleev' has been launched in four variants. One of the variants- Oleev Active is a healthy blend of Olive and Rice Bran Oil, specially created to fulfill the demands of modern lifestyle. The product competes in the value added health oil segment with brands such as Saffola and Sundrop. The three other variants are Oleev Extra Virgin, Oleev Extra Light and Oleev Pomace.

Touted as a multi-crore account, Modi Naturals has been built by the young scion Akshay Modi in the last 5 years and has aggressive future plans.

Talking about the product, **Akshay Modi, Director, Modi Naturals**, "Oleev is already giving stiff competition to market leaders across retail channels in the country."

Commenting on the association with DDB MudraMax, he further added, "We were impressed with DDB MudraMax's thinking, passion and ability to seamlessly integrate all initiatives under one roof."

Commenting on the account win, **Amita Karwal, EVP, DDB MudraMax-Media** quoted, "We are delighted to be associated with Modi Naturals which shares the same entrepreneurial values as us. I along with my team look forward to building a formidable brand."

About DDB MudraMax

DDB MudraMax (Engagement & Experience), provides multi-specialty expertise to help build brands in the age of convergence and complex consumer dynamics. DDB MudraMax comprises four disciplines – Media, OOH, Retail and Experiential.

These specialized SBUs offer "ideas based" touch point-agnostic solutions across TV, Print, Radio, Cinema, Digital (including Mobile), Out-of-Home, Retail, Activation, Events, Bottom of the pyramid (Smaller emerging towns, Rural), Sports, Music, Youth, Entertainment etc.

The Media Unit specializes in partnering with “entrepreneurial minded clients” and has been listed under the top 3 ‘High Profile’ media agencies by RECMA in 2013.

The Outdoor and Experiential Units have been christened ‘The Agency of the Year’ at various Outdoor and Experiential/Event forums respectively.

Apart from this, DDB MudraMax dominated the “Agency Happiness Report”, the first of its kind by Afaqs! by being crowned ‘The Happiest Agency’ of 2012.

DDB MudraMax Media Unit's client roster includes Modi Naturals, ACC Limited, Aircel, Amway India Enterprise Pvt. Ltd., Ashok Leyland Ltd., Bank of India, Bata India Ltd., Bharat Petroleum Corporation Ltd., Book My Show, Carrier Midea , Duroflex Ltd., Garuda Food, Gulf Oil Corporation Ltd., H.K. Jewels Pvt. Ltd., Hardcastle Restaurants (McDonald), HBO, IDBI Bank Limited , India Yamaha Motor Pvt. Ltd., IndiaFirst Life Insurance Company Ltd., Jaypee Group, Jyothi Laboratories Ltd., Kalpataru Limited, Kalyan Silks, Larsen & Toubro Limited, Life Insurance Corporation of India, N. Ranga Rao & Sons, Paragon Rubber Industries, Savita Oil Technologies Limited, Sintex Industries, Sobha Developers, State Bank of India, Tata Gold Plus (Titan Company), Tommy Hilfiger Arvind Fashion, TTK Prestige Ltd., Twinings, V- Guard Industries Ltd., Wildcraft

CONTACT:

Akanksha Mishra | akanksha.mishra@ddb mudragroup.com | + 91 9930338901