

PRESS RELEASE

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DDB Mudra West appoints Nilay Moonje as Group Creative Director

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DDB Mudra Group has recently announced the appointment of Nilay Moonje as Group Creative Director, DDB Mudra West. Nilay will be based out of the agency's office in Mumbai.

Nilay joins DDB Mudra West from Ogilvy and Mather where he was appointed as a Creative Director for close to six years. With over 12 years of experience, he has worked for Leo Burnett briefly and has worked with Ogilvy and Mather at two different stints during his career.

Nilay has worked on numerous multinational brands in the FMCG, sports, electronics, financial and tourism sector. His key client roster includes brands like Amaron Batteries, Pro Kabaddi, Comfort Fabric Conditioner, Diu Tourism, Siemens, Johnnie Walker, Bajaj Electricals, Loksatta to name a few.

Nilay has found acclaim and appreciation across several festivals locally and internationally including The Abbys, Mirchi Kaan Awards, Asia Pacific Adfest, The Effies and Kyoorius.

Quoting on his appointment, Nilay said, " "

Quoting on Manoj's appointment, Rahul Mathew, Creative Head, DDB Mudra West, said, " "

About DDB Mudra West

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 West's client roster includes Future Group (Future Value Retail Limited), Godrej No.1, Gulf Oil, Hindustan Unilever Limited, PepsiCo, Lipton International, Inorbit Malls, Johnson & Johnson (Neutrogena and Clean & Clear), Kalpataru, Korum Mall, Lavasa, L&T Realty, Life Insurance Corporation of India, Nirmal Lifestyle, Savita Oil Technologies, Union Bank of India, Volkswagen, World Wide Media (Femina, Filmfare, Lonely Planet Magazine, Top Gear Magazine, Good Food Magazine, BBC Knowledge, Good Homes), Century Plyboards, Symphony, Zydus Wellness, Arvind, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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