

## **DDB MudraMax crowned ‘Best Promotional Marketing Agency in Asia’**

**October 01, 2015 | Mumbai**

DDB MudraMax has won the prestigious **‘Best Promotional Marketing Agency in Asia’** at the coveted **15th Dragons of Asia Awards by PMAA** held on 30<sup>th</sup> of September in Kuala Lumpur.

DDB MudraMax’s innovative ‘Health Cha Shree Ganesh’ campaign was a multiple winner. It picked up **Gold for the Best Innovative Campaign, Navy Dragon for the Best Campaign in India and the prestigious Red Dragon for the Best Campaign in Asia.**

The Health Cha Shree Ganesh campaign (Auspicious beginning of health), for Nutralite by the agency, gave everyone’s favourite portly idol- Lord Ganesha, a healthy makeover – With a physically fit statue and equally fit priest, accompanied by sugarfree *modaks* and offerings at a pandal in Mumbai and won hearts of judges and audience alike, helping the Nutralite brand inspire a change in consumer attitudes towards health.

DDB MudraMax swept the award show with the highest tally of Dragon Awards and a tally of 76 points in total. The agency’s work- ‘The Misunderstood Scoreboard’ for Zee Media, ‘Selfie in Space’ for HBO also bagged metals for the agency. The tally of award is 12 awards in total – Red Dragon for the Best Campaign in Asia, Navy dragon for the Best Campaign in India, Gold Dragon for the Best Innovative Campaign, 3 Silver Dragon awards, 1 Bronze Dragon awards and 5 Black Dragon awards.

For 15 years the PMAA Dragons of Asia has been recognizing and showcasing the very best of the best in ‘results driven’ Marketing Communications throughout Asia and this year was no exception. India dominated the Dragons of Asia with 15 of the 49 Category Dragons, as well as Best by Country and Best in Asia Dragons. The 185 Judges who judged the entries reported a strong execution of marketing disciplines and a strong focus on results, than in previous years

Quoting on the major win, **Sonal Dabral, Chairman and Chief Creative Officer of the DDB Mudra Group** said, “To be heralded as the ‘Best Promotional Marketing Agency in Asia’ is indeed an incredible honor. I am really proud of all the teams at DDB Mudra group that helped achieve this. This performance is a testimony to all the hard work that everyone is putting in at the group to make the creative product shine and to prove that DDB Mudra group is on its way to becoming the very best.”

Quoting on the wins at 2015 Dragons of Asia Awards, **Madhukar Kamath, Group CEO & Managing Director, DDB Mudra Group** said, “It is an extremely proud moment for us. Winning against work entered from across Asia-Pacific, is extremely satisfying. Aneil Deepak (Andee) and his team in DDB MudraMax have made us proud.”

The total points per the Asian Marketing Communications Industry Ranking Ladder are as below:

2015 Dragons of Asia Marketing Communications Industry Ranking Ladder Asia's Top 19							
Entrant	Red	Navy	Gold	Silver	Bronze	Black	Total
DDB Mudra Group India	20	15	10	21	5	5	76
Geometry Global Malaysia		15	10		15	5	45
Geometry Global Hong Kong		15	20	7			42
Berakar Komunikasi. Indonesia		15	10	7		1	33
iris Worldwide Singapore		15	10		5	1	31
Mediacom Communications. India			10	7	10	3	30
Geometry Global Japan		15	10			3	28
Geometry Global New Zealand		15		7	5		27
DDB China Group		15	10			1	26
OMD Hong Kong			10	14		1	25
WPP Team P&G ASEAN. Thailand		15		7		1	23
Riverorchid Notch/Riverorchid PR Riverorchid Vietnam		15			5	2	22
Digitz. Pakistan		15			5		20
Hill+Knowlton Strategies. Australia		15			5		20
Geometry Global Philippines		15				3	18
PHD India			10	7		1	18



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Geometry Global Taiwan		15				2	17
Geometry Global Sri Lanka		15				1	16
Today Ogilvy & Mather. Myanmar		15				1	16

**About DDB Mudra Group**

DDB Mudra Group is India's largest integrated marketing communications and services network. DDB Mudra Group comprises of ten agencies offering diversified and specialist services under one roof.

DDB Mudra Group operates out of its offices in eight leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 1,75,000 villages, 4000 towns, 3500 schools and nearly 7 million students. Apart from this, DDB Mudra Group also manages a fleet of at least 10,000 trade/field marketing professionals at any point in time.

Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy.

DDB Mudra Group is one of India's most awarded agencies picking up numerous awards at top national and international award festivals including Cannes, Spikes Asia, Clio, Adfest, ABBYs, OAA (Outdoor Advertising Awards), PMAA – Dragons of Asia (Promotion Marketing Awards of Asia) and WOW (Experiential Awards). The Group has also won a number of metals in the IT and LLC (HR) award forums.

The DDB Mudra Group's clients include Adani, Aditya Birla Group, Castrol, Future Group, Godrej, HDFC Bank, HUL, Johnson & Johnson, Jyothy Laboratories, L&T, Nestle, Nike, PepsiCo, Red Bull, Sony, Star TV, UNICEF, Unilever, USL Diageo, Volkswagen and Wrigley among others.

DDB Mudra Group is a part of the Omnicom Group (NYSE).

**About Omnicom Group Inc.**



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Omnicom Group Inc. (NYSE – OMC) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

For further information on Omnicom and its brands, please visit [www.omicomgroup.com](http://www.omicomgroup.com)

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