

PRESS RELEASE

FOR IMMEDIATE RELEASE

Rajesh Gola joins DDB Mudra Group as Senior Creative Director, DDB Mudra North

July 09, 2015 | Mumbai

A creative veteran with close to 15 years of experience, Rajesh Gola has joined DDB Mudra North as Senior Creative Director. Based out of the agency's Gurgaon office, Rajesh would be reporting to Sambit Mohanty, Creative Head, DDB Mudra North.

A former Senior Creative Director with JWT Delhi, Rajesh has been associated with prestigious agencies like Grey Worldwide, FCB Ulka and Saatchi & Saatchi in his career span till date. His stints at these agencies gave him an opportunity to work with diverse international, national brands from mandates like telecom, healthcare, clothing, insurance, consumer electronics and pharmaceuticals amongst others.

Some of the cream brands that he has worked on include names like Airtel, VLCC, Monte Carlo, Max Bupa, Dabur Gulabari, Dabur Red Toothpaste, Hitachi, Mother Dairy, Bata, PVR Cinemas, Akai, Sansui, ABN Amro Credit Card, KFC, Bausch & Lomb, HCL, Baygon, Indian Airlines, Apollo Tyres, ONGC etc.

In 2008, his campaign for Mother Dairy Nutrifit was awarded as the Best Campaign by International Dairy Federation Awards.

Quoting on his appointment, **Rajesh Gola** said, "Each agency brings with it specific challenges. To overcome them you need the right people. DDB Mudra North has the right people."

Quoting on Rajesh's appointment, **Sambit Mohanty, Creative Head, DDB Mudra North** said, "Rajesh is a great addition to our creative repertory. Experience apart, he brings a rare sense of maturity and responsibility that is hard to find these days. Add to that a killer sense of wit and you know that with this guy around, there'll never be a dull moment!"

DDB Mudra North

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 North's client roster includes Aircel, Dabur, Wrigley, Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion among others.

CONTACT:

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