



## PRESS RELEASE

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### **RAPP India bags the digital mandate of Royal Canin**

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RAPP India has bagged the India digital mandate of Royal Canin.

A global leader in pet health nutrition today, Royal Canin was established in 1968 by Veterinarian Dr. Jean Cathary. Today, the brand comes under Mars Petcare- one of the world's leading pet care providers.

Royal Canin makes the most precise and effective nutrition for cats and dogs based on size, age, lifestyle, breed; to address specific needs with the aid of their vast knowledge about pets that only extensive research, scientific study and tireless dialogue with pet professionals, veterinarians and owners can provide.

With a worldwide outreach, the brand now plans to fortify its digital presence in India.

Quoting on RAPP India's appointment, **Rohan Kurian, Marketing Manager, Royal Canin India** said, "At Royal Canin we are driven by a passion for cats and dogs. We wanted to share the science, research and education that go behind our products and services with pet owners as well to educate them on what is good for their pets. We were looking for a partner that would not only understand what we do and how we do it, but also why we do it. We are excited and are looking forward to our initiatives with RAPP India. With their new-age data driven approach it will be easier to start a meaningful and relevant dialogue with our consumers."

**Venkat Mallikarjunan, President, RAPP India** quoted, "We are really proud to be associated with a leading global brand like Royal Canin. Our team is full of pet lovers and the prospect of enhancing the lives of dogs and cats with some of the most well researched and scientifically produced products in the world is very exciting. The category presents us the opportunity to explore innovative and creatively novel methods of building relationships with pet lovers using digital & other media."

#### **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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