

PRESS RELEASE

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DDB Mudra South and East appoints Vijay Joseph as Senior Creative Director

July 7, 2015 | Mumbai

A creative intellect with more than a decade of experience, Vijay Joseph has joined DDB Mudra South and East as a Senior Creative Director. Based out of the agency's Bengaluru office, Vijay would be reporting to Vishnu Srivatsav, Creative Head, DDB Mudra South and East.

Before joining DDB Mudra, Vijay has been associated with renowned agencies such as JWT India, Ogilvy and Mather and Disha Advertising to name a few.

During his earlier stints, Vijay has worked across various categories with a clientele base including brands like Nike, Van Heusen, Black Dog Scotch Whisky, Prestige Builders, IBM, Indus Pride, Scullers, Indigo Nation, TVS Mopeds amongst others.

In 2013, his eco-friendly bag designs for Lifestyle won him the prestigious One Show Award.

A guitarist by hobby, Vijay is also a passionate reader.

Quoting on his appointment, **Vijay Joseph** said, "I'm excited to join DDB Mudra South and East at a time when a new creative leadership is taking over. It gives me the chance to be a part of creative evolution that's taking shape, than to merely join the ranks in a system that's already in place."

Quoting on Vijay's appointment, **Vishnu Srivatsav, Creative Head, DDB Mudra South and East** said, "Vijay has an awesome combination of great craft, lateral thinking and brilliant attitude. I welcome him on board and I'm certain his vast experience and dynamism will add another dimension to DDB Mudra South's creative leadership."

About DDB Mudra South & East

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 South & East's client roster includes USL Diageo, N. Ranga Rao & Sons, TTK Prestige, Aditya Birla Nuvo Ltd., Peter England, Nitesh Housing Developers, Ruchi Soya Industries Ltd., Ushodaya Enterprises, Bhima Jewels, AV Thomas & Co, Senco Gold, Star Entertainment Media, SRMB Srijan, Coal India, Allahabad Bank, Orissa Manganese and Mineral and Sylvan Plyboard India.

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