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OMD Mudramax wins the media duties of Cipla Health

December, 2017 | Mumbai: Following a multi-agency pitch, OMD Mudramax has bagged the media duties of Cipla Health Limited (CHL).

OMD Mudramax will be partnering with the brands under Cipla Health in their consumer engagement initiatives across mass media / digital and below-the-line promotional efforts. The account will be managed out of the agency's Mumbai office.

Cipla Health is working towards fulfilling their vision of becoming the most preferred consumer healthcare company in India. In their quest to create innovative health solutions for consumers, they have launched many consumer-need-centric health care products.

Quoting on the partnership, **Himava Nath, CMO, Cipla Health Ltd.**, said, "We at CHL aspire to have exponential growth in the consumer healthcare OTC segment in the coming years. We needed an agile agency partner who can work closely with our brand marketing team to facilitate much greater consumer traction for our brands. We feel that OMD MudraMax can help us achieve this goal."

Sathyamurthy Namakkal, President, OMD MudraMax quoted, "This is a prestigious win for us and we love to work with clients who embrace agencies as their partners. Working with good brands and a great set of people at CHL, we look forward to creating impactful business solutions through interesting customer initiatives".

About Cipla Health Ltd.

Cipla Health Ltd. is a subsidiary of Cipla with a focus on Consumer Healthcare Products. It was founded in March, 2016 with an aim to make a difference in the consumers' everyday life.

About DDB Mudra Group

The DDB Mudra Group, a part of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. Operating out of fifteen leading cities, the agency has a comprehensive presence across the length and breadth of the country. The agency consistently ranks among the top awarded networks in India and continues to be a leading presence by helping build powerful brands and inspiring change. The DDB Mudra Group have been pioneering brand partners in the fields of Advertising, Media Planning & Buying, Digital & Data-driven Marketing, Technology, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Experiential Marketing



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(Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localization Pre-Media Services, Content Creation, Strategy and Design Consultancy

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

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