

DDB Mudra Group appoints its first Chief Growth Officer

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The DDB Mudra Group today announced the appointment of Deepak Nair as the Group's first Chief Growth Officer. Along with this position, Deepak will also manage the responsibilities of 22feet Tribal Worldwide as its Chief Executive Officer.

In this role, Deepak will be overseeing the Group's growth agenda with special focus on Technology, Data and Analytics.

Quoting on the appointment, **Vineet Gupta, CEO, DDB Mudra Group** said, "The world has changed and we acknowledge that. We also realize the importance of growth - not just for the clients we partner with, but also for our people. I am excited to welcome Deepak on board as the Chief Growth Officer. Deepak is an entrepreneur at heart and has been an incredible partner in the 22feet story. I am confident that his passion for building teams, capabilities and collaborations will help us take progressive leaps towards being increasingly relevant in today's world."

Deepak began his career in the early 90s in sales. He followed his entrepreneurial spirit and co-founded White Canvas Communications in 2006 and 22feet in 2009. After the acquisition of 22feet Tribal Worldwide with the DDB Mudra Group in 2014, Deepak was appointed as the Executive Board Member of the Group while serving as the COO, 22feet Tribal Worldwide.

At 22feet Tribal Worldwide, Deepak has been a key contributor in building the operations ground up and leading successful acquisition of 22feet with the DDB Mudra Group over the last three years.

Quoting on his appointment, **Deepak Nair** said, "In an evolving advertising landscape and a digitally mature marketplace, the opportunity to be a part of the DDB Mudra Group's growth story is incredibly exciting. I look forward to collaborating with Vineet, to create a future-ready partner for our clients across the group while continuing to drive innovative technology solutions & growth for our clients at 22feet Tribal Worldwide."

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 (Promotions, Events, Rural),



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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).

About DDB

[DDB Worldwide](#) is one of the world's largest and most influential advertising and marketing networks. DDB has been named Agency of the Year numerous times by the industry's leading advertising publications and awards shows. The agency's founding philosophy is 'Creativity is the most powerful force in the business' The agency's clients include Volkswagen, McDonald's, Unilever, Mars, Johnson & Johnson, and Exxon Mobil, among others. Founded in 1949, DDB is part of the Omnicom Group (NYSE) and consists of more than 200 offices in over 90 countries with its flagship office in New York, NY.

About OMNICOM

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.

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