

## MuscleBlaze chooses the DDB Mudra Group as creative partners

Mumbai | November 2017

Following a competitive multi-agency pitch, the DDB Mudra Group has won the creative duties for MuscleBlaze- India's leading Sports Nutrition Brand. As a part of the mandate, the agency would be responsible for its digital and brand strategic planning.

At DDB Mudra, MuscleBlaze would be managed by the agency's Gurgaon unit; led by Jaipal Singh, Director-Brand Engagement, DDB Mudra North on the account management front and by Tushar Handa, Senior Strategist, DDB Mudra North on the strategic front.

Founded in 2012 by Healthkart – a leading online vendor of health products, MuscleBlaze is one of the top private labels in the nutrition and supplements business. In 2016, Healthkart raised INR 80 Crore in a round of funding from existing investors like Sequoia Capital India amongst others.

With assured quality and cutting-edge performance at an honest price, MuscleBlaze has quickly risen to become a consumer favorite in India. This achievement has been made possible by their strict adherence to principles which involve the use of the purest of ingredients and stringent processes to guarantee quality products. Their products are FSSAI certified and are manufactured at HACCP certified state-of-the-art plant.

Quoting on the partnership, **Sameer Maheshwari, Founder & Managing Director, MuscleBlaze** said, "MuscleBlaze is a sports nutrition brand that has been built with a lot of passion over the last 6 years. As we forge ahead aggressively to change the fitness landscape of India, we needed an agency that thinks strategically and has a superlative creative product. DDB Mudra exhibited a keen understanding of the category and customer during the pitch process. We look forward to build brand MuscleBlaze with them."

Quoting on the partnership, **Deepak Nair, Chief Growth Officer, DDB Mudra Group** said, "The Indian consumer market is progressively warming up to the consumption of nutrition and dietary supplements. Since its launch, MuscleBlaze's quality products have helped the brand create a band of loyalists; whose numbers are growing by the hour. We are excited to partner with MuscleBlaze to aid their growth story in India. I am sure that creating conversations for this brand will be an absolute delight."

"Muscle Blaze is a big brand of the future; in terms of what it offers to the fitness enthusiast and how it's marketed. With respect to us, it offers an opportunity to put to test our new way of thinking and working, where a handpicked team of specialists, work on a business." added **Sumeer Mathur, Sr. Vice President & Head-Strategic Planning, DDB Mudra North**.



*PRESS RELEASE*

---

**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), 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).

**Contact:**

Akanksha Mishra | [akanksha.mishra@ddb mudragroup.com](mailto:akanksha.mishra@ddb mudragroup.com) | +91 9930338901