



PRESS RELEASE

Paras Dairy appoints DDB Mudra Group as creative partners

The account will be led by DDB Mudra North

National | November 2017

One of the largest dairy brands in India- Paras Dairy, has entrusted the DDB Mudra Group with its creative duties. As a part of the mandate, the agency will be responsible for the brand's creative strategy and execution.

At DDB Mudra, Paras will be managed by DDB Mudra North and will be led by its President & Managing Partner- Vandana Das.

Paras Dairy comes from the prestigious house of VRS Foods Limited and is a pioneer of branded, high quality milk and dairy products. The brand takes pride in its quality; which is considered an integral aspect of its entire value chain and not just the endpoint. With a strong network of hundreds of village-level collection centers covering over 5400 villages across states including Uttar Pradesh, Haryana, and Maharashtra, Paras utilizes state-of-the-art equipment for field testing, efficient chilling and speedy cold chain transportation to its processing and manufacturing facilities in 6 different locations at Uttar Pradesh, Madhya Pradesh and Maharashtra. This ensures that the quality and taste of milk remain unique and consistent. The brand's expansive product portfolio comprises of flavoured milk, skimmed milk, ghee, butter milk, cottage cheese, dairy whitener and milk-shakes amongst others. Their product Paras Milkshake is a consumer favorite in the category.

Commenting on the partnership, **Aldrin Joseph, General Manager, Marketing, Paras** said, "We are delighted to have DDB Mudra as our new creative partners. They are rated amongst the best and we believe they can produce some outstanding work, while building our brand. At Paras, we are constantly working towards creating greater value for our consumers with our unique and meaningful product offerings and are looking towards an exponential growth of our business over the coming years. We are sure that we will be ably supported in this endeavor by DDB Mudra."

Vandana Das, President & Managing Partner, DDB Mudra North said, "We are excited to add Paras Dairy to our growing brand roster. Paras is a legacy brand in its own right and we are confident that our partnership will lead to not just some great, defining work but will also contribute towards Paras's growth in this highly challenging market."

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.



PRESS RELEASE

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 | +91 9930338901