

## **DDB Mudra Group wins the creative mandate for PUMA**

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One of world's leading, most iconic brands-Puma has decided to partner with the DDB Mudra Group for the brand's creative mandate in India. Under this partnership, the agency will be responsible for the creative strategy and execution for Puma's marketing communication in India.

Puma has been designing, developing, selling and marketing footwear, apparel and accessories, for over 65 years. Following a long term mission of becoming the most desirable Sport Lifestyle Company, Puma distributes its products in more than 120 countries including India, where it's the fastest growing sports lifestyle brand. It has also brought on board, India's best known sports personality, Virat Kohli as a brand ambassador.

Quoting on the partnership, **Abhishek Ganguly, Managing Director, Puma India** said, "We firmly believed in new age media and have constantly strived to create our own differentiated patterns and modules; to engage with our consumers. I am confident that our partnership with DDB will help us create more resonance with our customers and bring forward the true spirit of our brand."

The business will be led by **Ranji Cherian, President and Managing Partner, DDB Mudra South** and **Vishnu Srivatsav, Creative Head, DDB Mudra South**.

Quoting on the win, **Ranji Cherian, President and Managing Partner, DDB Mudra South** said "We intend to bring Puma's unique voice to life in the sports and lifestyle category. It's a prestigious account win for us, and a great canvas for our own capabilities and creativity. We're relishing the challenge and the opportunity to be Puma's partner in embedding itself in India's consideration and culture."

### **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



*PRESS RELEASE*

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

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