

ROYAL ENFIELD BRINGS DDB MUDRA ON BOARD

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Following a competitive pitch process, DDB Mudra Group has been entrusted the responsibilities to partner Royal Enfield for one of its key forthcoming project in the future.

Speaking on the decision, **Chandan Jha, Head - Brand Strategy, Royal Enfield** said, "As Royal Enfield moves into the next phase of its global foray, we are always looking for partners who understand our purpose and will help us build the brand. The DDB team brought in a differentiated strategy and demonstrated digital-enabled creative thinking. We look forward to a fruitful partnership."

The relationship will be run by DDB Mudra's Delhi office. A multi-disciplinary, bespoke team has been put together to work on the business. The team is made up of Royal Enfield enthusiasts who are fans of the brand's fabled history.

DDB will work closely with Royal Enfield's Marketing and Content team for forthcoming projects.

Vandana Das, President and Managing Partner DDB Mudra North said, "Royal Enfield Project win for us is a phenomenal win. We are confident of contributing as partners & enjoying the ride as we move along together on this journey."

Sumeer Mathur, Head of Strategic Planning, DDB Mudra North who will lead the communication strategy for the launch said, "To partner an iconic Indian brand as it reaches out to global consumers is both exhilarating and challenging, we are thrilled to ride alongside Royal Enfield."

The creative function will be led by **Vishnu Srivatsav, Creative Head, DDB Mudra South**. He said: "It's both a privilege and a challenge to work on a brand with such pedigree, a brand that's a culture brand as much as it's a motorcycle brand. Work is already under development and we're really excited about getting it out there"

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



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