



PRESS RELEASE

Iraj Fraz Batla joins the DDB Mudra Group as Executive Creative Director

August 2018 | National: Iraj Fraz Batla, or Fraz as he is affectionately known, has joined the DDB Mudra Group as Executive Creative Director, DDB Mudra West. He will be based out of the Group's Mumbai office, where he will report to Rahul Mathew, National Creative Director, DDB Mudra Group and will be responsible for helping drive the Group's creative mandate.

Welcoming him to the team, **Rahul Mathew, National Creative Director, DDB Mudra Group** said, "Fraz fits right into the diverse talent mix that we're trying to create at the Group. His appointment reinforces the Group's agenda of welcoming people with different capabilities and the agility to work seamlessly across functions. He has been groomed by the culture of large network agencies; been exposed to the digital forward markets of the middle-east and has learnt the ways of an entrepreneurial venture. I'm looking forward to see him use these influences to help brands, as they chart new journeys for themselves."

Fraz's previous stint was at Scarecrow where he was the head of creative operations. He has created award-winning work on reputed brands like Airtel, Axe, Cathay Pacific, Coca-Cola, Dominos, Hanes, L'Oréal, Mountain Dew, Pepsodent, Pizza Hut, and Reebok amongst others.

Fraz added, "The DDB network has been built on advertising that changed advertising. From Bill Bernbach's Volkswagen work like 'Think Small' to Avis' No. 2 strategy to DDB Mudra's 'Project Free Period' for Stayfree; the work has consistently reflected disciplined artistry and an honest point of view. And, I am here to use my energy in producing such work."

About the DDB Mudra Group

The DDB Mudra Group is one of India's largest marketing communications and services network. Operating out of 15 cities, we partner over 200 clients with our suite of offerings including brand consultancy, advertising, digital marketing, brand activation, media planning and buying, and shopper marketing through our agencies – Interbrand, DDB Mudra, 22Feet Tribal Worldwide, OMD Mudramax, Track DDB and TracyLocke. Our approach combines a deep understanding of people, culture and businesses with persuasive storytelling, creativity and technology.



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