

State Bank of India (SBI) appoints DDB Mudramax as their Media Agency of Record (AoR)

National | August 2018: Following a rigorous multi agency pitch, State Bank of India (SBI), India's largest bank and a Fortune 500 company, has appointed DDB Mudramax as the sole media agency for their nationwide media duties.

Established in 1806, SBI currently offers varied products and services including Personal Banking, NRI services, Agri/Rural products, International Banking, Corporate Banking and SME services.

The account will be managed out of the agency's Mumbai office and will be led by Navin Kathuria, EVP and Principal Partner, DDB Mudramax.

SBI's partnership with DDB Mudramax is in line with the brand's initiatives to become the 'Bank of choice for a transforming India'. In November 2017, SBI was ranked amongst the top ten [Best Indian brands by Interbrand India](#) and in April 2018, it was ranked as the [most trusted bank in India by TRA](#).

Quoting on the partnership, **Dinesh Menon, CMO, State Bank of India** said, "We at SBI are committed to providing innovative financial solutions to our wide base of customers and prospects. We needed an agile strategic media partner who can work closely with our brand marketing team to facilitate greater consumer traction for our brands. Our esteemed agency evaluation panel felt that DDB Mudramax can help us unlock our true potential."

Quoted Sathyamurthy Namakkal, President, DDB Mudramax, "We have been associated with SBI for several years as one of their empaneled agencies. With this mandate to be the sole Media AOR, we are now entrusted with more responsibility to grow our relationship to the next level. We look forward to some business impact solutions through interesting customer initiatives".

About the DDB Mudra Group

The DDB Mudra Group is India's largest marketing communications and services group and is a part of one of the world's most influential agency networks- the Omnicom/DDB Worldwide Group. We partner with over 200 clients, including

some of the country's most prominent marketers across sectors, helping build powerful brands and businesses. Our suite of offerings and expertise ranges from brand consultancy to brand activation, media planning and buying, and shopper marketing through our agency brands – Interbrand, DDB Mudra, 22Feet Tribal Worldwide, DDB Mudramax, Track DDB and TracyLocke. Our approach combines a deep understanding of people, culture and businesses with persuasive storytelling and creativity. Operating out of fifteen cities, we have a comprehensive presence across the length and breadth of the country.

For more information, please connect with:

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