

OMD Mudramax bags Adani Wilmar's media mandate

Mumbai | May 2018

Following a multi- agency pitch, OMD Mudramax has won the media duties of Adani Wilmar wherein the agency will be responsible for the media strategy, planning, buying and implementation for all the brands under AWL for the South and the East region of India.

The account would be managed from the agency's Mumbai office and will be led by Sathyamurthy Namakkal, president, OMD Mudramax and executive director, DDB Mudra Group and Navin Kathuria, EVP and principal partner, OMD Mudramax.

Angshu Mallick, chief operating officer, Adani Wilmar(AWL) shares in a press note, "Increased products and new pipeline of products made us think of having multiple media agency partners, and we are happy to inform that going forward we have two leading media agencies working for our products. The HSM part will remain with Triton Communications and Rest of India (South & East) goes to OMD Mudramax. We wish all the best to both the agencies."

Navin Kathuria, EVP and principal partner, OMD Mudramax says, "This is one more prestigious addition to our esteemed clientele. We love to work with clients who embrace agencies as their strategic partners. Working with an ambitious group like Adani Wilmar is a joy and we look forward to creating impactful business solutions through interesting customer initiatives across southern & eastern states of the country."