



## PRESS RELEASE

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### DDB Mudra Group creates a new rally cry for team Kolkata Knight Riders

#### Links to the work:

**Facebook:** <https://www.facebook.com/KolkataKnightRiders/videos/10156298043509490/>

**YouTube:** <https://youtu.be/ScJXCEQEh4c>

**Mumbai | April 2018:** The Kolkata Knight Riders (KKR) are a franchise cricket team representing the city of Kolkata (West Bengal) in the Indian Premier League. The team, defined by its '**Karbo, lorbo, jeetbo**' (**Play, Fight, Win**) spirit has won the championship trophy twice. At the IPL 2018, the team has already drawn first blood in their match against RCB (Royal Challenger Bangalore) and then against Delhi Daredevils (DD).

Created by the DDB Mudra Group, KKR's latest anthem **#KKRHaITaiyaar (KKR is ready)** shows the city and its die-hard fans gearing up for the 2018 IPL season. Featuring Bollywood celebrity and team owner- Shahrukh Khan, the anthem has been crafted to give KKR and its fan-base a distinct, symbolic action in the form of a "fist pump", which has the potential to become a ritual during every KKR match. The lyrics give the team's decade-long war cry - '**Karbo, lorbo, jeet bo**' a new spin, resulting in an anthem that fans - both old and new, can connect with.

The anthem boldly challenges KKR's opponents to watch out as the team sets out to destroy every challenge in its path to becoming champions again. The visual representation and the music composition of the anthem captures the pride and passion that drives everyone associated with KKR - right from the players, to the coaching staff, the groundskeeper, the bat- maker etc. along with the millions of supporters that live and breathe for the team.

Backed by a strong media strategy, the campaign is being showcased across television channels, radio, digital and print. In the print campaign, the players are shown coming out of molds, to emphasize their readiness. On digital medium, the anthem has more than 1.9 million views and 21K shares on the brand's Facebook page alone, since its launch on April 06, 2018.



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Quoting on the campaign, **Venky Mysore, MD & CEO- Kolkata Knight Riders** said, “Every year our marketing embarks on a research and insight backed exercise that aims to find the pulse of our fans to arrive at a tagline that rings most true to KKR. This year, along with the creative team at the DDB Mudra Group, the team has come up with #KKRHaITaiyaar; which truly signifies the mood at our camp. The knights are ready for every challenge and a promise to give their best to the sport!

Quoting on the campaign, **Rahul Mathew, National Creative Director, DDB Mudra Group** said, “KKR has always prided itself on being more than just a team. KKR is an attitude. And you see this attitude in every aspect of their game; be it the auction, the training, the selection, the strategy, the execution of it, their victories and even their losses. Which is why, the KKR fan base spills far and wide outside of Kolkata. Because while Kolkata maybe in the name, the spirit of the Knight Riders is something everyone relates to. It’s this very spirit and attitude that we’ve captured in the work and in our call to arms #KKRHaITaiyaar.”

### Agency credits

Agency: DDB Mudra Group

Creative team: Rahul Mathew, Ashish Phatak, Siddhesh Khatavkar, Vilsen Gonsalves, Gunjan Gaba, Akshay Shinde, Vikas Gaur, Savya Narang, Prasad Gudhate, Gaurav Kumar, Aishwarya Likhite, Bhumika Singh

Account Management team: Rajiv Sabnis, Sanjay Panday, Mousumi Haldar, Srikusum Rai, Nesline Pinto

Account Planning team: Amit Kekre, Toru Jhaveri, Natasha Bohra, Nandan Majumdar

Films team: Vishal Sane, Siddhi Bhopale

### About the 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.



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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

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

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