

GRB Dairy Foods appoints OMD Mudramax as their media partner

National | May 2019: GRB Dairy Foods Pvt. Ltd., one of the prominent FMCG brands in Southern India has selected OMD Mudramax as their media agency-on-record (AOR).

Under this mandate, the agency will be responsible for the brand's media strategy, planning, buying and execution for the Tamil Nadu market. The account will be led by **Thulasi Krishnan, Senior Partner – Client Lead, OMD Mudramax** and will be managed out of the agency's Bengaluru office.

Since its inception almost three decades back, GRB Dairy Foods Pvt. Ltd., has shown exceptional growth. From having humble beginnings as a ghee manufacturer, the brand has expanded to include ice cream, spices, instant mixes, packaged sweets & snacks in its product portfolio and has created a worldwide sales and distribution network. Their product- GRB Ghee is the brand's front-runners and consumer preferred products.

The brand's belief in delivering only high-quality products to the consumers has been the foundation of GRB's market success.

Quoting on the association, **B. Dhanraj, Executive Director, GRB Dairy Foods Pvt. Ltd.**, said, "Being one of our key markets, Tamil Nadu is extremely important for us. What excited us was OMD Mudramax's focused understanding of our consumers and the market in which we function. Their strategy on how different mediums can be leveraged effectively, to enhance our reach amongst our target consumers is on-point. We are confident the OMD Mudramax will be able to support us with our business objectives for this market."

Thulasi Krishnan mentioned "GRB operates in a complex hyper active market with multiple competitors. This makes our work challenging and at the same time more interesting. We are truly excited to be given an opportunity to become a part of their growth story. We will deliver our best, as always."