



PRESS RELEASE

FOR IMMEDIATE RELEASE

DDB Mudra North wins creative mandate for Pan Bahar

January 13, 2015 | Mumbai

DDB Mudra North has won the creative mandate for Pan Bahar, post a multi-agency pitch which included majority of the leading advertising agencies. There is no incumbent agency on the account.

Known to the world as “The Heritage Pan Masala”, Pan Bahar has spanned over 50 years of existence through leadership and its belief in the excellence of taste.

The brand has a strong foothold amongst the consumers, with products like Pan Bahar, Pan Bahar Crystal, Bahar, Begum, Dilruba, Wah and Natkhat. Each of their products is manufactured with expertise, in order to present their exclusive offerings to the ever-growing customer base.

On the eve of this partnership, **Mr. Akhil Jain, CEO, Pan Bahar, said**, “We look forward to a fruitful, enduring legacy between Pan Bahar and DDB Mudra North. Our brand has been around for fifty years and we are excited to see what DDB Mudra North, a giant among advertising agencies, has in store for us.”

On winning the account, Sambit Mohanty, Creative Head, DDB Mudra North, said, “Pan Bahar is a brand that literally invented the pan masala category. It feels great that they have reposed confidence in us for the road ahead. It’s a big responsibility and we look forward to creating some really memorable communication.”

Vandana Das, President, DDB Mudra North, said, “It’s a delight to be associated with Pan Bahar, a client with a rich legacy. We look forward to partnering them into taking this brand on a growth path with a communication package that would get great exposure & would have the power to create conversations.”

Ashwani Dhingra, Sr. Vice President, DDB Mudra North said, “Our differentiated thinking on the way forward for Pan Bahar gave us an edge over others to be chosen as their communication partner. Starting with their identity, we are confident of doing some outstanding work on the brand to set a new benchmark.”

About Pan Bahar

The foundation of Pan Bahar was set by Mr. Prakash Chand Jain, who was not only a passionate Pan lover, but also invented a delicacy called pan masala, from which the world was unaware before then. He travelled around the country and procured the best possible

ingredients from the richest farms across the country, created a perfect mix of these ingredients and discovered the brand.

Since then, Pan Bahar has always strived to sustain the originality and understand the trends and forces that will shape our business in the future. To keep alive our belief in the exclusivity and exquisiteness of taste, we have recently introduced Pan Bahar Crystal, an ultra-premium brand of pan masala.

About DDB Mudra North

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra North's client roster includes Dabur, Wrigley, Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion and Cisco among others.

Contact:

Akanksha Mishra | akanksha.mishra@ddbmunragroup.com | + 91 9930338901