

## PRESS RELEASE

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### DDB launches DDB-U in India

**Mumbai | February 5, 2015:** DDB-U@MICA, a learning institution responsible for educating varying levels across the DDB Mudra Group has launched in India. Working along with MICA Ahmedabad, India's foremost 'Strategic Marketing and Communication' Management School, the DDB Mudra Group has just concluded two key Career Development and Engagement Programs. A three day MDP (Management Development Program) and a unique three day IMP (India Management Program), for its current and future leaders.

Through the two programs, which were held in MICA, Ahmedabad from the 23rd- 29th January 2015 , DDB Mudra Group mid and senior level leadership were taken through bespoke Programs addressing specially identified operational challenges and opportunities, designed to deliver on its 'People First' culture.

The 3 day MDP course was a hands-on, interactive, skill-building learning experience, loaded with tools and best practices to help one create a management toolbox that enables one to handle the most difficult of management challenges. All of the case studies, tools, techniques and exercises used in the program were based on extensive leadership and management research and real-life agency issues. The program was led by **Nigel Beard, Trainer & Facilitator, DDB Worldwide, based at Adam & Eve DDB in London.** Nigel has been with DDB for over 30 years, he lectures and tutors at London's University of Westminster, is a Member of the UK Institute of Practitioners in Advertising (IPA).

The goal of the 3-day IMP course was to explore the best contemporary thinking available on professional service firm management and leadership development. It also introduced future leaders and rising stars throughout the DDB Mudra Group to the core principles of leading and managing. The curriculum included extensive pre-read selected case studies developed by the Harvard Business School and Omnicom University. A large number of these have been specially written after identifying and analyzing situations that have

challenged Managers of various Omnicom Group Companies and their clients. The IMP was led by **Craig Lonnee, the Chief Development Officer of DDB Asia-Pacific** operating across 23 offices in 14 countries.

Said **Madhukar Kamath, Group CEO & Managing Director, DDB Mudra Group,** "Being a 'People's first organization', we are thrilled to launch DDB-U to India to reinforce the organizational hierarchy of 'People, Product, Profit, in that order' with our employees. Through these programs we have been able to enhance the skillsets and leadership quotient of around 60 of our talented and dedicated colleagues. All in a period of one week. This is just the beginning. "

### **About DDB Mudra Group**

DDB Mudra Group is India's largest integrated marketing communications and services network. DDB Mudra Group comprises of ten agencies offering diversified and specialist services under one roof.

DDB Mudra Group operates out of its offices in eight leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 1, 75,000 villages, 4000 towns, 3500 schools and nearly 7 million students. Apart from this, DDB Mudra Group also manages a fleet of at least 10,000 trade/field marketing professionals at any point in time.

Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localization Pre-Media Services, Content Creation, Strategy and Design Consultancy.

DDB Mudra Group is one of India's most awarded agencies picking up numerous awards at top national and international award festivals including Cannes, Spikes Asia, Clio, Adfest, ABBYs, OAA (Outdoor Advertising Awards), PMAA – Dragons of Asia (Promotion Marketing Awards of Asia) and WOW (Experiential Awards).

The Group has also won a number of metals in the IT and LLC (HR) award forums. The DDB Mudra Group's clients include Adani, Aditya Birla Group, Castrol, Cisco, Future Group, Godrej, HDFC Bank, HUL, Johnson & Johnson, Jyothy Laboratories, L&T, Nestle, Nike, PepsiCo, Red Bull, Sony, Star TV, UNICEF, Unilever, USL Diageo, Volkswagen and Wrigley among others.

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

### **About Omnicom Group Inc.**

Omnicom Group Inc. (NYSE – OMC) is a leading global marketing and corporate communications company. Omnicom's branded networks and



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numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

For further information on Omnicom and its brands, please visit [www.omicomgroup.com](http://www.omicomgroup.com)

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