

DDB° **mudra**



Director : Mr. Ajit Menon, Executive Director—
Organisation Development

Established : 1980

Product: India's largest integrated marketing communications and services network, the DDB Mudra Group's customized and collaborative approach helps its clients build valuable and enduring brands. Some of our clients include Aircel, Amrutanjan, Amway, Bank of Baroda, Bajaj Allianz Insurance, Castrol, Dabur, Disney, Emirates, Electrolux, Femina, Future Group, Godrej, HBO, Henkel, HP, HPCL, Hindustan Unilever, ITC, Jet Airways, Johnson & Johnson, Jyoti Laboratories, Kalpataru Real Estate, Larsen & Toubro, LIC, Lonely Planet, Madura Garments, Max New York Life, Novartis, Panasonic India, Pepsico, Philips, Paras Pharmaceuticals, Reliance ADAG, Samsung India, Shell Foundation, Spice Mobile, TTK, The Economic Times, UNICEF, Uninor, Union Bank of India, United Spirits, Vaibhav Empire, Virgin India, Volkswagen and Wrigley.



History: Mr. A. G. Krishnamurthy founded Mudra Communication on 25th March 1980. With one client Vimal and a 500 sq ft office, Mudra was a small agency tucked away in Ahmadabad with one clearly articulated goal to be a top 5 agency. As a young agency operating out of Ahmadabad its growth was driven by helping small business with big ambition explode their brands to the country at large. 25th March is still celebrated across all Mudra offices as Mudra Day.

Selected 2011-13



Achievements: Mudra gave India its first double spread colors ads. Mudra was the foremost to sponsor commercial telecast of a major sporting event with the India and West Indies series of 1983. Mudra gave India its first telefilm 'Janam' and 'Rajani' on Doordarshan, the serial that heralded new consumer awareness in India. Mudra established India's first academy for advertising - The Mudra Institute of Communication (MICA).

International Awards: won 252 awards (Cannes, D&AD, Clio, One Show, Ad Fest, Communication Arts, New York Festival & others)

National Awards: won 931 awards (Abby, CAG, Emvies, Ad Club, PMAA, AAAI, OAC Awards, Showcase of India & others)

Agency of the year for the eighth time; Brand Equity Ad Agency Reckoner – 2010; Mudra India ranked No.5; DDB Mudra ranked No.7; Mudra Max ranked No.11; Tribal DDB India ranked No.5

Mudra Max won Campaign Asia Pacific - Agency of The Year, India and Subcontinent Specialist Agency 2010; DDB Mudra's campaign for Volkswagen Vento won 'Most Innovative Campaign' of the Year by NDTV Profit 2011; Tribal DDB India bagged Gold at Yahoo's Big Idea Chair Awards 2011

HR awards 2011.

Market: DDB Mudra Group recently scored 9 in the Creative Agencies rankings and Mudra Max achieved a score of 8 in the Media Agencies ranking.





Recent Developments: On 30 Oct. 2011, Omnicom announced that it had acquired a majority stake in Mudra Communications. This represented a natural culmination of a partnership process that began in an informal way in 1988 with DDB, followed by Omnicom acquiring a 10% stake in Mudra in 1993. Over the last two decades, Mudra and DDB have found their partnership to be of advantage along with a good business and culture fit. DDB Mudra has been ranked Number 18 in the Best Employer of the Year – 2011 by the World HRD Congress.

Facilities for staff: Infrastructure wise we have an excellent place to work, with state-of-the-art amenities. We have games and recreation on each floor. We conduct employee engagement surveys every year through an external agency called Great Places to Work. We have recreation, gym, family days, theme parties, competitions, etc organised every month. The employee is well rewarded and compensated ensuring that he remains motivated to give his best at all times. We have Gold Leed certified buildings.



Secret to become a successful entrepreneur: Be clear about the goal, Champion creativity and innovation, Stay informed, keep learning, Lead by example, Insist on excellence, Be there for them, Care about them, Be modest and humble, Have character.

Brand visibility: Mudra Group is now the DDB Mudra Group and is a part of DDB WW Network. DDB Mudra has three network agencies namely DDB Mudra, Mudra India and Mudra Max. Today, we have a team of over 1,100 employees across 26 offices and our footprint covers over 1,75,000 villages and 4000 towns. We offer direct contact in over 3,500 schools reaching out to nearly 7 million students. Mudra has also helped orchestrate over 9,000 live folk performances and 500+ road shows across the length and breadth of the country.

Corporate social responsibility: Since 2007, Mudra Group has embraced CSR in a major way and has been conducting activities in line. Some of the major CSR activities conducted by Mudra Group are: Greenpeace, Blood Donation Camps, Protsahan India Foundation (NGO), Helen Keller Institute For Deaf & Deaf-blind (NGO), HIMJOLI (NGO), Udayan Care (NGO).

Salient features: DDB Mudra Group today has transformed itself from an advertising agency into India's leading integrated marketing and communications service group, with capitalized billings in the region of Rs.3000 crores (US\$ 600 million). During the FY 2010-11, it achieved a top line growth of 20% and a bottom line growth of 25% over the preceding year. This group is the only communications group that has a place in the TOP 20 Companies of India.



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Participate in the Census from 9th to 28th February, 2011
Answer all questions fully and correctly | Your responses will be kept confidential

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