

DDB MudraMax - Media wins the media duties of itel Mobile

10th Aug, 2016 | Mumbai, Following a multi-agency pitch, DDB MudraMax –Media bagged the media duties of Hong Kong-based itel Mobile, India. Established in 2007, this hi-tech innovative brand comes from the house of Transsion Holdings Conglomerate, which is a major player in mobile handsets worldwide.

Having established its presence in 40 countries across the globe, itel Mobile has recently entered the lucrative Indian market with the intent to deliver value-driven offerings for the Indian consumer. Keeping in line with the highly competitive Indian market requirement, DDB MudraMax – Media would partner with itel Mobile to address the brand's requirement of holistic media strategy, reflective of key metrics, in order to fulfil the brand's aspirations in India. Additionally, DDB MudraMax – Media will proactively identify & assess new opportunities in media.

Sudhir Kumar, CEO, itel Mobile India, said, "We launched itel in India as a mobility-based connectivity solutions provider that could help eliminate the technological disparity existing between the urban and the rural geographies. The response that our products have received from the Indian consumer so far has been highly encouraging. We are looking to build on our impressive initial showing and firmly establish itel as a brand that provides highly relevant, value-plus offerings to aspiring Indian mobile phone owners."

itel has marked its grand India entry by selling over 14 lacs handsets in just a couple of months. We believe with this association, we will be able to further penetrate and scale brand's presence and image across India," he added.

Speaking at the association, **Gaurav Tikoo, Chief Marketing Officer, itel India** said, "Given how vital India is to our long-term global strategy, we wanted to leverage traditional and new-age media channels to increase the awareness of our value-driven offerings within the country's consumer base. Partnering with a proven indigenous player such as DDB MudraMax will allow us to further our brand proposition as the leading provider of high quality feature and smart phones. We are looking forward to the association, and are confident that it will help us drive adoption for our best-in-class mobility-based communication solutions."

Commenting on the new win, **Tarun Nigam, EVP, DDB MudraMax-Media,** said "It is a proud moment for us to handle such a big mobile brand. The mobile space is an extremely competitive space and we look forward to offer integrated and innovative media solutions for the brand, and grow with the client as they grow their business."

About 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. 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, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy

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 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.omnicomgroup.com

About Itel Mobile:

Born based on the understanding of people’s desire to connect, itel was launched by its parent company – Transsion Holdings – with a focus on delivering cost effective and high-specification mobile devices. As a result of this unique integration of an understanding of the consumer requirement, affordability and quality, itel is already widely accepted in the vast markets of China and Africa. The company has sold over 70 million itel devices since its inception and the brand has prominent presence in over 37 international markets all over the world. itel has a total of six factories outfitted with top-of- the-line manufacturing equipment. The company also has more than 1000 service centres across the globe under the brand of Caricare Service Centre to ensure customer satisfaction throughout their journey through advanced technologies and powerful equipment.

Having established its brand proposition across the globe, the brand has entered the lucrative Indian rural market to deliver value-driven offerings for the Indian consumer and quench their aspiration at competitive price point.

For further information log on to: <http://in.itel-mobile.com/>

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