

Mudra Group Rebrands itself for the Future

Mumbai, 20th September, 2010: After turning 30 with a bang earlier this year, the Mudra Group reached a new high this week with the unveiling of a fresh brand identity. Drawing upon its rich heritage of strong entrepreneurial ambition and the “can-do” spirit, the Mudra Group will now move forward with a new look and perspective.

To help brands tackle a chaotic and uncertain future marked by rapid change and progress, Water, the Mudra Group’s strategy and design unit, created a fresh platform for the Mudra Group that is based on the pillars of empathy, experimentation, expression and dynamic integration. The result- *Inventive Brand Solutions*.

The Mudra Group will now offer clients a wide range of Inventive Brand Solutions through its 4 agency networks- Mudra India (the Branding & Communications agency), DDB Mudra (the Influence & Behaviour Change agency), Mudra MAX (the Integrated Engagement & Experiential Agency) and Ignite Mudra (the Partnership for Entrepreneurs agency).

In keeping with the spirit of inventiveness, the new corporate brand sees the historical symbol of Mudra, ‘the hands’, freed from the rigid roundel. Replacing the solid red circle is the fresh graphic device of the ‘brush stroke’. Denoting experimentation, energy and dynamism, the brush stroke signifies the commonest human behavior when trying something new- be it a crayon, a pen or the artists’ brush.

The brush stroke is also an integral part of the branding of the 4 agency networks. Each agency is now qualified by a unique symbol- the quote mark, a symbol of conversation for Mudra India; the degree symbol denoting influence for DDB Mudra; the forward mark symbolizing maximal impact for Mudra MAX; and the ‘on’ button symbolizing a spark of ideas for Ignite Mudra.

To bring the inventive core of new identity, the event began with young artists depicting the various Mudra Group units in their own creative styles. In a fresh twist, the brand was unveiled not by the corporate heads, but infact by a consumer of the future- 11-year-old Lalitya Deepak. She also unveiled the new brand website, www.mudra.com, created by Tribal DDB India, the Mudra Group’s digital and new media agency.

Commenting on the fresh brand, Madhukar Kamath, Group CEO & Managing Director of the Mudra Group said, “Turning 30 was a wonderful milestone. Today with the unveiling of the new identity, we make a public promise of offering Inventive Brand Solutions to our partners. Water has done a tremendous job of organizing our 4 agency networks and many SBUs through a common purpose and design language that evokes passion and drive. I would like to thank each of the clients in the Mudra Group for having partnered us in our journey thus far. My colleagues and I look forward to a new era of growth and closer ties with each of them in the decade to follow.”

Mudra Group

The Mudra Group, India's leading integrated marketing communications group, offers a customized and collaborative approach which helps our clients build enduring and profitable brands.

We utilize our deep understanding of consumers, brands and media to deliver Inventive Brand Solutions through our four agency networks - **Mudra India** (advertising, brand strategy & design consulting, localization & pre-media services), **DDB Mudra** (advertising, health & lifestyle advertising, relationship marketing and interactive & new media), **Mudra MAX** (integrated communications planning & implementation) and **Ignite Mudra** (brand building for entrepreneurs).

Founded in 1980, today our footprint covers over 1,75,000 villages and 4000 towns across 21 states in the country. The Group currently has 1100 employees in 26 offices.

Some of our clients are Aircel, Amrutanjan, Amway, Bank of Baroda, Castrol, Dabur, Disney, 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, Virgin India, Volkswagen and Wrigley, amongst others.

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