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SOLUTIONS | DIGITAS ROPES IN NANDU NARASIMHAN AS NATIONAL CREATIVE DIRECTOR

Solutions | Digitas has appointed Nandu Narasimhan as National Creative Director

NEW DELHI - January 8, 2010 - After an impressive 2009, Solutions | Digitas has kick-started the new year by appointing Nandu Narasimhan as National Creative Director. Previously, he was the Executive Creative Director, Saatchi & Saatchi for the Delhi & Bengaluru branches.

Kanika Mathur, CEO & Co-founder, Solutions | Digitas said, "Nandu is extremely talented, versatile and seasoned advertising professional. And, we are proud to have him as a part of our team."

"Nandu and I go a long way, back to McCann days. Working again with him is like reliving old memories. He brings with him years of experience in brand building and proven advertising knowledge, which will add to the fire power of Solutions | Digitas. Looking forward to exciting times with happy customers and juries" says Partho, Executive Vice President, Creative and founder member, Solutions | Digitas.

Said Narasimhan, "I have been an advertising man for the last two decades but since the past two years I have been increasingly influenced by the new things that are happening outside mainstream advertising. Solutions | Digitas is one of South-East Asia's leading marketing services agency and they has given me the opportunity to do the new things and hopefully, set the industry benchmarks."

Having worked with Vyas Gianetti Creative (VGC), Lowe, TBWA, Contract and Grey, Narasimhan has handled various client categories ranging from cars to office automation, banks and insurance to pens and chocolates, consumer electronics to FMCGs.

Nandu follows cricket, Formula One, and MotoGP with slightly more passion than the average fan. And when Nandu is not working, then you would find him teach Advertising to the budding students of the prestigious Indian Institute of Mass Communication in Delhi.

About Solutions | Digitas

Solutions | Digitas (formerly, Solutions Integrated Marketing Services) is India and South-East Asia's most-awarded 'marketing services' agency known for the power of its integrated ideas, and the business results it delivers.

Since 1995, Solutions | Digitas has helped Fortune 500 companies address diverse marketing challenges in India and South-East Asia through innovative marketing solutions. Part of the global Publicis Groupe (www.publicisgroupe.com) and its Digitas network, Solutions | Digitas (www.digitas.in) has four specialized practices: Digital Marketing; One-to-One Marketing; Experiential Marketing; Retail & Trade Marketing.

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