



A Unit of Madison World

BMB India appoints Raj Nair as Chief Creative Officer

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BMB India, a 50:50 JV between Trevor Beattie's BMB and Madison World appoints Raj Nair as Chief Creative Officer who will come on board from June, 2012.

Prabha Prabhu, CEO, BMB India says, "When we started BMB India, our objective was to imbibe the BMB culture. Hence we got Pat Burns from our London office as the CD. Now that we have passed that stage, we thought it was time to get a Creative Head from India. A person with stature. A person who has rich experience, done some edgy work, won lots of awards and has a respectable name in the industry. And Raj Nair fitted the bill. I am delighted to have Raj Nair as our Chief Creative Officer to help me take BMB to the next level."

Raj Nair has been in advertising for 20 years. After a strong foundation at JWT and Enterprise, he moved to Contract where he grew to become the Regional Creative Director.

He is a writer, people - watcher, dream-seller, idea-trader, new vision-embracer and most importantly, a story - teller who likes to get into the minds of people. He has written memorable award winning campaigns for Cadbury – (for Eclairs, Celebrations, Halls, Bytes), Shoppers Stop, HSBC, Asian Paints Royale and NIIT, to name a few.

He has won almost 250 International (Cannes, One Show, New York Festival, Asia AdFest, Spikes, London International) and multiple Indian Advertising Awards and Certifications as writer and Creative Director.

His latest wins at the Goafest 2012 were 2 Silvers for Cadbury Celebrations Lonely Ma film and Cadbury Celebrations Diwali Integrated Campaign and 2 Bronzes in Outdoor and 1 Bronze in Print for Morphy Richards Epilators "Legs" Campaign.

He also won Asia AdFest Best Of Show - Direct Integrated, 360 Lotus and Lotus Root, Silver + 2 Bronze Spikes and The Cup (Best of Public service) 2011 for www.newnationalanimal.com.

He has judged at Cannes 2011 in Direct; at New York Festival in TV in 2006; at Abbies (Mumbai) for 8 straight years since 2004 and at Pepper (Kochi Ad Club) since 2007.

He ranked number 66 on **MEDIA Top 100 Creative Directors, Asia, 2010**.

Trevor Beattie, Chairman BMB London, says: “ **Raj has been there and done it. He’s a class act. He also gets what BMB is about, he instinctively knows what makes us tick.**

Raj has a portfolio and track record of stylish, uplifting work, we’re very proud to have him carrying the creative torch for BMB India. I can’t wait to fly to Mumbai and celebrate his arrival in style”.

Says Raj Nair on his joining BMB India, “For long, I have helped represent the soul of Contract. It’s been a rewarding, eventful ride with some great work created for some great clients, great friends made and some great times had.

But now, the time has come to help fashion the future of BMB in India. I’m excited and honoured for the opportunity. BMB have been creating some stand – out work in London. It’s up to the team and I to do the same here.

I want to help create and recommend **communication solutions** for clients that make the brand famous, ideally, regardless of the medium used. (We will be traditional/non-traditional/whatever-it-takes.) I want clients to feel and believe a sense of true partnership. And, very importantly, I want to help create and nurture an uplifting, rewarding, fun atmosphere at work that inspires and liberates people to create great work.”

BMB India is the advertising unit of Madison World, a diversified Communication Group with 22 units across 9 specialized functions of Advertising, Media, PR, Out-of-Home, Rural, Retail, Entertainment, Mobile, Events and Sports; employing over 900 communication professionals across cities in India, Sri Lanka and Thailand.