



Press Release

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PUBLICIS GROUPE ACQUIRES INDIGO CONSULTING, AWARD-WINNING INDIAN DIGITAL MARKETING & TECHNOLOGY AGENCY

Publicis Groupe [EURONEXT Paris: FR0000130577] announced today its acquisition of Indigo Consulting, an award-winning full-service Indian agency providing website design and development, search engine optimization, usability research and testing, and marketing online, on mobiles and in social media.

Since it was founded in 2000, Indigo Consulting has developed websites, software solutions and digital marketing programs for clients around the world, including Asian Paints, HDFC Bank, HSBC (India, Asia-Pacific and Middle East), Loop Mobile, Tata AIG Insurance and South Australia Tourism. The agency currently employs a team of 160 at its Mumbai headquarters and Delhi office. Their work has been recognized with Webby awards, W3 awards and Abbys.

Indigo Consulting will operate as a unit within the Leo Burnett Group in India and will retain its name. Its founder, Vikas Tandon, will remain as Managing Director, reporting into Arvind Sharma, Chairman of the Indian Subcontinent for Leo Burnett.

“From a global point of view, the potential and opportunities that India offers are massive,” explained Tom Bernardin, Chairman and CEO of Leo Burnett Worldwide. “Over the years we have increased our efforts into this important market. Indigo Consulting, with its strong track record as a full-service interactive and technology agency, is the perfect strategic fit for our aspirations in India and around the world”.

“This alignment means we will bring our world-class digital marketing capabilities to Leo Burnett’s clients, while also benefiting from additional knowledge and insight on brand and creative communication through cross-training and collaboration,” said Vikas Tandon, Managing Director of Indigo Consulting.

“Our growth strategy for Leo Burnett in India and Asia Pacific is based on two core pillars: digital and shopper-marketing” added Jarek Ziebinski, President of Leo Burnett Asia Pacific. “India is a key market for us, and it’s reporting explosive growth in the digital sector. We want to make sure Leo Burnett has the right infrastructure in place to meet the needs of tomorrow. I also see Indigo Consulting developing beyond India, to become an important player within our network in Asia Pacific and globally.”

Currently advertising and marketing online represents less than 3% of overall adspend in India, according to ZenithOptimedia, but the sector is forecasted to boom. ZenithOptimedia estimates that over the next three years, India’s digital adspend will increase by roughly 30% a year, driven by the spread of smartphones and the youth culture of social networks. Publicis Groupe aims to double its size by 2015 in India, which is the world’s 16th largest advertising market.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe’s media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 54,000 professionals.

Web: www.publicisgroupe.com | Twitter: @PublicisGroupe | Facebook: www.facebook.com/publicisgroupe

About Leo Burnett

Leo Burnett Worldwide is one of the world’s largest agency networks and the parent company of Leo Burnett and its marketing services arm, Arc Worldwide. Leo Burnett, a HumanKind communications company, has a simple and singular approach: put a brand’s purpose at the center of communications to truly connect with people. Leo Burnett, one of the most awarded creative communications companies in the world, creates “Acts, not just Ads,” for some of the world’s most valuable brands including The Coca-Cola Company, Kellogg’s, McDonald’s, Hallmark, Samsung, P&G, Allstate and Nintendo.

www.leoburnett.com

About Indigo Consulting

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