

Sonal Dabral set to join Mudra

Our Bureau

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Mr Sonal Dabral, Executive Creative Director for South Asia and Managing Partner for India at WPP Group's agency Bates, is set to join Mudra DDB.

The move follows the exit of Mr Bobby Pawar, who donned the role of Chief Creative Officer at Mudra DDB, to JWT India, another WPP agency.

Through a statement, Mr Tim Isaac, Chairman, Bates, confirmed that Mr Dabral would move to Mudra DDB. WPP rival Omnicom acquired majority stake late last year in Mudra DDB.

Mr Madhukar Kamath, MD and CEO, Mudra DDB, deferred comment on the appointment until Friday, January 27.

Mr Sandeep Pathak, CEO, Bates Asia, has also resigned. His next assignment is not known.

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