



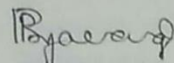


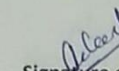
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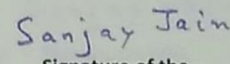
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### CERTIFICATE BY THE INSTITUTION

This is to certify that **Mr. BHUVANESH KUMAR** bearing **USN 1CR19MBA14** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **DDB MUDRA** is prepared by him under the guidance of **Dr. Prakash B. Yaragol**, Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.

  
Signature of the  
Guide

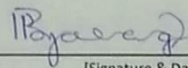
  
Signature of the  
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Department of MBA  
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Signature of the  
Principal

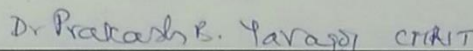
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#### Viva-voce Examination:

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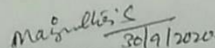


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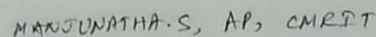


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External Examiner:



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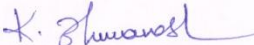
## DECLARATION

I, Mr BHUVANESH KUMAR bearing USN 1CR19MBA14 hereby declare that the organization study conducted at DDB Mudra is record of independent work carried out by me under the guidance of Dr.Prakash B. Yaragol. faculty of M.B.A Department of CMR Institute of Technology, Bengaluru. I also declare that this report is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an organization study for a period of four weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

### Disclaimer

The enclosed document is the outcome of a student academic assignment, and does not represent the opinions/views of the University or the institution or the department or any other individuals referenced or acknowledged within the document. The data and Information studied and presented in this report have been accessed in good faith from secondary sources/web sources/public domain, including the organisation's website, solely and exclusively for academic purposes, without any consent/permission, express or implied from the organization concerned. The author makes no representation of any kind regarding the accuracy, adequacy, validity, reliability, availability or completeness of any data/information herein contained.

Place: Vellore  
Date: 28/9/2020

  
Signature of the Student  
USN:1CR19MBA14

# ACKNOWLEDGEMENT

I acknowledge the deep gratitude to all those who have made organization study successful and helped in preparing the report.

I would like to express my sincere thanks to **Dr.Sanjay Jain**, Principal of CMR Institute of Technology, Bengaluru for his valuable support and guidance throughout the course of organization study.

I am grateful to **Prof.Sandeep Kumar**, HOD of the Department of MBA of CMR Institute of Technology, Bengaluru for his constant motivation and inspiration.

I thank my internal guide, **Dr.Prakash B. Yaragol**, Professor of the Department of MBA of CMR Institute of Technology, Bengaluru for his constant guidance and support throughout the organization study.

**Mr. K BHUVANESH KUMAR**

**USN: 1CR19MBA14**

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## **EXECUTIVE SUMMARY**

The four weeks inplant training of VTU is all about learning an organization and the corporate processes in it. This program is designed with the intention of colligating the organizational context with reference to the operational definition and to apply the concepts already learnt to solve management decisions situations.

The executive summary of this study was assorted into five sections, wherein sec A pertained to the study of industry profile and company profile, pertained to the study of mckensy's -7' S framework with special references to organization study structure, skill, style, strategy, system, staff, shared value, pertained to SWOT analysis of the company's, pertained to the study of the latest annual report of the company and finally pertained to the overall learning experience.

The study was dedicated by conceiving the research design of observing, interviewing and undergoing through both primary as well as secondary data. The study mainly concentrates on the study of Mckensy's 7s model. The collected data were analyzed and the findings, suggestions, and recommendations were summed up.

Based on the findings the suitable suggestions were provided so as to make some success in the organization, which would aid in directing the company towards Organizational Effectiveness and Organizational Excellence

# CHAPTER 1

## INTRODUCTION AND ORGANISATION STUDY

The DDB Mudra Group, a part of the DDB Worldwide Communications Group, is India's first and largest integrated marketing communications and services network. DDB Worldwide is owned by Omnicom Group Inc, one of the world's largest advertising holding companies. It was earlier known as Mudra Communications Limited and Mudra India. It also started Mudra Institute of Communications Ahmedabad which is considered India's first academic institution dedicated to communications and advertising studies.<sup>[1]</sup> In 2011, Mudra group was acquired by Omnicom Group, subsequently rebranded as DDB Mudra group and merged with DDB Worldwide.<sup>[2][3]</sup> As an advertising agency it is credited with handling successful campaigns of brands and products such as Castrol, Dabur, Future Group, Gulf Oil, and Volkswagen.

### **MARKETING INDUSTRIES IN INDIA:**

The term Advertising" originates from the Latin word „ Advert ere“, which means “to turn the

Mind towards. The American Marketing Association (AMA) defines advertising as, “Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. ‘Advertising is a form of communication whose basic purpose is to give information, to attract attention, to create awareness and finally to influence the buying behavior of consumers. Many advertisements are also designed to generate increased consumption of those products and services through the creation and reinforcement of brand image and brand loyalty. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful, for these purposes advertisements often contain both factual information and persuasive messages.

Marketing messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television

commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Marketing, as an effective medium, uses a variety of techniques to create effective advertisements. A basic appeal is at the heart of advertising. Slogans and product characters are created to catch the attention of the viewers. Most winning advertisements would encompass factual information with emotional appeal.

The advertising industry has three major sectors.

1. Business or organization which wishes to advertise,
2. Media which provides the medium for advertising and
3. Ad-agency which creates the ad to suit the need of the firm.

## **GLOBAL OUTLOOK OF THE INDUSTRY**

The year 2012 could not deliver as promised in any industry, and the media advertising industry was no exception, wherein most verticals witnessed a slowdown in growth and fell short of the projected target. With a growth of 5.2 per cent, as opposed to the projected 7.5 per cent growth, the media advertising industry in 2012 witnessed the lowest growth of the decade. All the sectors except print and digital fell short of the projected growth. Television witnessed a flat year; out of home grew by 8.4 per cent, radio by 3 per cent and cinema by 8 per cent. Print grew by 4 percent, as against the projection of de-growth, while digital grew by 50 per cent.

After suffering from a decline in clients' advertising budgets during the recession, the Advertising Agencies industry is gaining steam. In 2013, IBIS World estimates that revenue will grow 3.7% to \$33.2 billion. This growth comes on the back of 2012, when the industry benefited from the positive impacts of the 2012 Summer Olympics and election season. IBIS World estimates that profit will represent 10.0% of revenue during 2013, up from a low of 3.9% in 2009. With revenue from traditional media declining, many agencies have changed their pricing models to incorporate more competitive strategies. In the past, agencies received a 15.0% commission for the advertisements they placed. Today, many clients look to agencies that can provide incentive-based pricing structures to ensure the best possible results.



The changing media landscape has led some to question the role of agencies in the digital age, especially as some firms struggle to harness new media potential. To remain competitive, agencies have acquired specialist units, giving rise to global one-stop advertising shops that handle all types of advertising and marketing services. Such acquisitions, coupled with a difficult operating environment, are expected to cause industry establishment numbers to rise at an average rate of just 0.3% annually to 13,845 in the five years to 2013. The internet has made it possible for everyone to have a voice, causing small market segments to emerge. For example, social networking and new media have fragmented market and population segments. As a result, campaigns that focus solely on traditional media (e.g. TV, radio and print) have lost some efficacy, and advertisers are focusing on social media to promote communication with consumers.

## **INDIAN MARKETING INDUSTRY**

Indian marketing industry is talking business today and has evolved from being a small-scale business to a full-fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the number of personnel involved. Indian advertising industry in a short span of time has carved a niche for itself and placed itself on the global map.

### **Facts and figures:**

1. The turnover of Indian industry is less than 1% of the national GDP of India. In contrast the share of US ad industry in national GDP of USA is 2.3%. This indicates a tremendous growth potential for the Indian advertising and marketing industry.
2. The Indian industry is still evolving, as far as the scale of operations and scope are concerned. The global and industry turnover is close to USD 450 Billion annually, while India contributes less than 1.5% of that figure. However Indian

Ad industry is the fastestgrowing industry in the world next to china and Russia.

3. The leading advertisement mediums are newspapers and television, with an almost equalshare totaling 75% of the total pie. Magazine advertising constitutes a small share of 3%,while online and digital advertising spend is substantially less than 1% of the totalindustry turn over. Nevertheless, he spending on digital and online advertisements isincreasing at a fast rate of 2.5%.
4. Given the trends of increased internet usage, internet advertising is projected to grow by32% over the next five years and reach an estimated Rupees 35 billion in 2017. The share ofthe online advertising too is projected to grow from 2.3% in 2008 to 5.5% in 2013 of theoverall advertising pie.
5. The Biggest ad spenders are FMCG companies such as Unilever, P&G, ITC and PepsiCoand automotive companies such as Maruti and Honda. These companies have hugebudgets running into hundreds of crores of rupees and therefore, wield tremendousbargaining power over their ad agencies.
6. The emerging advertisement and marketing media in India are mobile advertisements,internet and direct marketing (especially for financial services and FM radio (for localbusinesses).
7. Rising income levels and consumerism bred from the country's strong economic growthare creating a growing demand for entertainment. This coupled with technologicaladvancements, policy initiatives taken by the Indian Government that are encouraging theinflow of investment and initiative by private media companies, will prove to be the keydrivers for the entertainment and media industry. The industry has been forecast toutperform the economic growth in each year.

### **Marketing Agency**

A Marketing agency is a service dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. Typical ad agency clients

include businesses and corporations, non-profit organizations and government agencies. Agencies may be hired to produce an advertising campaign.

## **History**

The First World War created conditions for the growth of some of the Indian consumer industries. After the war, new British investment followed. The need arose for specialized advertising services. The British India Corporation, a British firm in Kanpur, with a relatively wide range of consumer goods, set up Alliance Advertising Associates Limited. This was probably the first advertising agency in India to provide a wide variety of services. In 1922, Mr. L.A. Stronach, a senior artist of Alliance Advertising, left to start his own agency in Bombay.

Thus was born a new type of business enterprise in the service sector in India.

There were only 62 advertising agencies in 1958, which increased to 168 in 1978, more than 2.5 times the numbers in 1958. There are more than 500 ad agencies today.

The oldest and largest advertisement agency in India is Hindustan Thompson Associates Ltd. The second largest advertisement agency is Lintas.

## **Other major players in the Industry are;:**

1. Ogilvy and Mather Limited
2. Mudra communications Private Limited
3. FCB-Ulka advertising Private Limited
4. Rediffusion DY&R Private Ltd
5. RK Swamy BBDO Private Limited
6. McCann-Ericsson India Limited
7. Leo Burnett
8. Grey worldwide India Private Limited

## **Types of marketing agencies:**

Marketing agencies come in all sizes, from small one- or two-person shops to large multi-national, multi-agency conglomerates such as Omnicom Group, WPP Group,

Interpublic Group of Companies and Havas. Following are major types of advertising agencies that are currently serving the advertising industry.

### **1. Full Service agencies:**

A full service ad agency is one that provides a range of marketing services. A full services agency provides services that are directly related to advertising such as copywriting, artwork, production of ads, media planning etc. It also provides such services in respect of pricing, distribution, packaging, product design etc.

### **2. Modular agencies:**

A modular agency is a full service agency that sells its services on a piece meal basis. Thus an advertiser may commission an agency's creative department to develop an ad campaign while obtaining other agency services elsewhere. Or, an advertiser may hire an agencies media department to plan and execute program for advertising that another agency has developed. Fees are charged for actual work undertaken.

### **3. In House agencies:**

Those companies, which prefer to have closer control over advertising, have their own in house agency. This type is owned completely by the advertiser. It performs almost all functions that an outside advertising agency would perform. There is another version of in-house agency whereby advertiser handles the total agency functions by buying service unit to buy time, space and place the ads.

### **4. Creative Boutiques:**

These are shop agencies that provide only creative functions and not full service. The specialized creative functions include copy writing, artwork and production of ads, they charge a fee or percentage of full service agencies, and as such most of them convert into a full service agency or merge with other agencies to provide a wide range of services.

The functions of a marketing agency:

1. To accelerate economic growth and create public awareness
2. To provide a total, professional, experienced service this is very personal by its nature.
3. To take the advertiser's message and convert it into an effective and memorable communication.

**Services offered by marketing agency:**

**1. Total Advertising Services:**

Strategic planning, creative development and media services for advertising, particularly in television, newspapers, magazines and radio; providing the best creative designed to capture the imagination of consumers.

**2. Marketing Services:**

Provision of a number of advertising related services, including sales promotion, market research, PR and event marketing.

**3. E-Solution Services:**

E-solution services, including system integration services, e-business consulting and customer relationship management (CRM), Search Engine Marketing (SEM) and Search Engine Optimization (SEO) and e-promotions using the Internet and mobile.

**4. Content Business:**

Sales of sponsorship, broadcasting and other rights, and the production and marketing of such media / content as sporting events, films, TV programs, animated content, music and other forms of entertainment.

## **5. Integrated Media Services:**

Adding value to both clients and media-related companies by offering a wide range of mediasolution services.

## **6. Sales Promotion:**

Providing comprehensive sales promotion planning designed to complement mass media and other activities.

## **7. Event Marketing**

Assisting clients by providing dynamic vehicles for their messages in the form of the spotinteractive communications.

## **CHAPTER-2**

# **ORGANISATION PROFILE**

### **Background and inception of the company**

The DDB Mudra Group, a part of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. DDB Mudra Group comprises three agency networks, six specialist agencies and eleven strategic business units which offer their expertise under four disciplines (Media, OOH, Retail and Experiential).

DDB Mudra Group operates out of its offices in fifteen leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 175000 villages, 4000 towns, 3500 schools and nearly 7 million students. Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localization Pre-Media Services, Content Creation, Strategy and Design Consultancy.

### **The Name**

Mudra in Sanskrit refers to a body position or a physical gesture believed to have magical powers. The magical power of „Mudra“ is an everyday kind of power. The hand, which is a part of the Mudra logo, is a symbolic expression of the thought that hands that work together to create are hands that deliver. This is the core of Mudra's ideology. DDB Worldwide gets its name from its founders – Ned Doyle, Mac Dane and Bill Bernbach, the Father of Modern Advertising“.

### **History**

Founded in 1980, Mudra has often been described as the original challenger brand of the Indian communications industry. It was the first Indian agency that partnered Indian entrepreneurs and helped build some of the most respected brands. The first

Indian agency to be head-quartered in a non-metro, to set up a best in class Communications Management School. The first to create a culture of Firsts.

### **KEY TIMELINE**

- 1980: 25th March - A G Krishnamurthy founded Mudra; Mudra Ahmedabad was born with 15 employees, 500 sq.ft space, Rs40,000 and Vimal as its first client. 25th March is still celebrated across all Mudra offices as Mudra Day.
- 1983: Launch of Rasna.
- 1987: Handled Reliance Cup, which was the 1987 Cricket world cup, also Mudra's relationship with Paras Pharmaceuticals began this year, going on to build brands like Moov, Itch guard, Dermi cool, Livon and Recova.
- 1990- Mudra spread its wings - Delhi, Bangalore, Chennai and Hyderabad operations commenced. Also Nestle walked in as first MNC client Mudra signed a collaboration agreement with DDB Needham Worldwide.
- 1991: Birth of Mudra Institute of Communications, Ahmedabad.
- 1995: The „Mint with the Hole“ campaign was recognized as „The Brand Launch of the Year“.
- 2003: AGK retires from the post of chairman and managing director of Mudra and Madhukar Kamath comes on board.
- 2004: Mudra won the account for Future Group's hypermarket chain – Big Bazaar.
- 2007: Madhukar Kamath succeeded Srinivasan K Swamy, CEO, R K Swamy BBDO, as the President of the Advertising Agencies Association of India (AAAI).
- 2008: Rebranding of Mudra; Mudra Group's corporate brand has free „the hands“ from the rigid roundel and replaced the solid red circle with the „brush stroke“, denoting experimentation, energy and dynamism.
- 2011: On 31 October 2011, Omnicom announced that it had acquired a majority stake in Mudra Communications.

### **KEY PEOPLE**

- Madhukar Kamath, Group CEO and Managing Director of DDB Mudra Group.



- SonalDabral, the Chairman and Chief Creative Officer of DDB Mudra Group.
- Pratap Bose, COO, He is also the CEO of DDB MudraMax,
- Dilip Kumar Upadhyaya, the Chief Finance Officer, DDB Mudra Group.
- Anurag Bansal- Director Finance, DDB Mudra Group.
- Ashish Mishra- Managing Director, Interbrand India.
- Rajiv Sabins, President, DDB Mudra group, Mumbai.
- Vandana Das, President, DDB Mudra group, Delhi.
- Mandeep Malhotra, President, DDB Mudra Max.
- SoumitraSen, President, DDB Health & Lifestyle.
- VenkatMallik, President, RAPP, Tribal DDB India.
- S. Radhakrishnan, President, Gutenberg Networks India.

## **NATURE OF THE BUSINESS CARRIED**

### **Full Service Agency:**

The function of a marketing advertising agency is to see to it that its client's advertising leads to greater profits in the long run than it could be achieved without the ad agency. Mudra is one such integrated full service ad agency which offers its clients a full range of services in the area of marketing, communications and promotions. These include planning, creating and producing the advertisement, media selection and research. Other services offered include strategic marketing planning, sales training, package design, sales promotion, event management, trade shows, publicity and public relations.

DDB Mudra group is composed of various departments; each is responsible to provide required inputs to perform various functions to serve the client.

## **VISION, MISSION AND VALUES**

### **VISION**

“Become number one in all of our business streams by 2020, by leading our clients in achieving remarkable success in market place.”

## **MISSION**

“Create infectious ideas that influence behavior”.

The DDB Group has always believed that creativity is the most powerful force in the business.

They use creativity to develop ideas that people want to play with, participate in, and pass on, ideas that connect people with people, not just people with brands, ideas that changes people behavior and ideas that appeal on an emotional level.

Values:

Cultivate and worship idea

“Creativity is at the heart of everything we do.”We love our clients and we’re obsessed with their success

“We exist because of our clients. We succeed when they succeed.”Collaborate to excel

“Together we can succeed.”Unbridled Optimism

“With our self -belief and „can do“ spirit anything is possible.”Fairness and Meritocracy

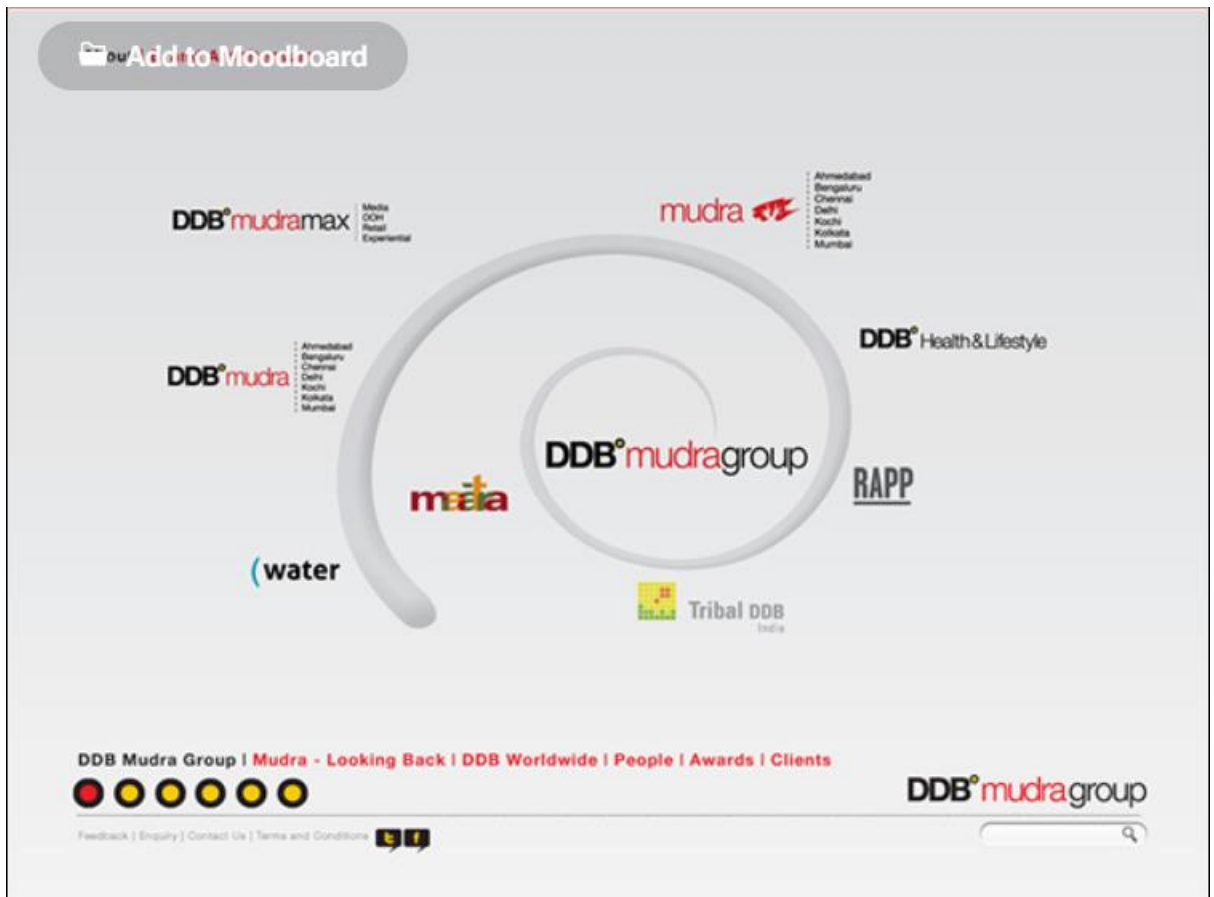
“We will be respectful, transparent and honest. „Talent without tantrums“ will be recognized,groomed and rewarded.”Celebrate

“We create reasons to smile every day, by rejoicing in the success of our people.”

## **Product/Service Profile:**

Mudra’s scope of service is to run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and VisualMerchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, rural),Trade Marketing, Youth Marketing, Localization Pre-Media Services, Content Creation, Strategy and Design Consultancy.

## DDB MUDRA BRAND ARCHIECTURE



## MUDRA NETWORKS

### 1. DDB Mudra Max

DDB Mudra Max (Engagement & Experience) provides multi-specialty expertise to help build brands in the age of convergence. DDB Mudra Max comprises fourteen strategic business units under four disciplines – Media, OOH, Retail and Experiential. These SBUs provide clients seamless solutions across a wide array of media touch points.

### 2. Mudra

The original challenger brand agency that built memorable brands for several entrepreneurial ventures over the past three decades, such as Vimal, Rasna, Dhara,

Dabur, McDonalds, Peter England and Godrej and many others. The agency has a deep and intuitive understanding of Indian consumers, brands and media and of the brand building needs of entrepreneurs. This along with a customized and collaborative approach has helped it enjoy a legacy of success in building valuable and enduring brands in India.

### **3. DDB Mudra**

DDB Mudra, the Influence and behavioral Change agency of the DDB Mudra Group enjoys the combined strength of the Mudra legacy and the DDB global leadership. The agency believes in offering remarkable solutions that make clients more influential through well targeted communications and sharp choice of channels that create an influence cascade.

#### **Mudra Specialist agencies**

##### **1. DDB Health and Lifestyle**

DDB Health & Lifestyle, a specialized practice within the DDB Mudra Group caters to the emerging communication needs of the healthcare industry. Marrying in-depth understanding of the healthcare business with refreshing consumer, doctor and channel insights, it is uniquely positioned to address the communication requirements of the health and lifestyle space. DDB Health & Lifestyle also has a strong track record in the domain of FMHG (Fast Moving Healthcare Goods), developmental communication (social issues & health awareness campaigns targeted at the bottom-of-the-pyramid), pharmaceutical brand promotion & direct-to-consumer (DTC) communication on health awareness as well as hospital branding services.

##### **2. RAPP India**

RAPP is a new age lead agency with a multi-channel offering and a data driven approach to building brands. RAPP has platforms, tools and processes that provide sophisticated insights and help clients with engaging consumer experiences executed across all relevant touch points. RAPP offers compelling creative business solutions

that produce results at the best ROI. RAPP services and capabilities include media agnostic communicationsolutions, creative services, data analytics, brand planning and research, business andmarketing planning, CRM & Loyalty, digital production and tele-services/ customer care.

### **3. Tribal DDB India**

It is India's leading full service creative digital agency which offers end-to-end digital branding &marketing solutions. Tribal DDB India specializes in building & marketing brands across the new media spectrum. Its services include Strategic Consulting across

Earned, Owned & Bought Media, Technology Driven Creative Execution, Digital Media Planning and Buying, Campaign Optimization & Management, Social Media Innovations and Search Marketing.

### **4. Gutenberg Networks**

Gutenberg Networks offers localization and other pre-media services including content creation. This is based on its best-in-class capabilities in operations and project management for integrated communications execution. Its core focus is to provide comprehensive services such as communication globalization, translation, localization across markets and languages. Gutenberg Networks can deliver all communication requirements 24x7. Domains of expertise include E-Learning, Pharma, FMCG, and Technology amongst others.

### **5. Water Inter-brand**

Inter-brand is one of the world's largest branding consultancies. With nearly 40 offices in

27 countries, Inter-brand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touch points, in all market dynamics. Inter-brand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which

identifies the gap between customer perception and a brand's performance relative to sustainability.

## **6. Tracy Locke India**

Tracy Locke, is one of the world's most awarded shopper marketing agencies, it specializes in brand generated retail (physical and digital) marketing programmes designed to drive retail sales. Its focus lies in driving equal value for both the manufacturer of the brand and for the retailer

### **STRATEGIC BUSINESS UNITS:**

1. Media
2. Prime site
3. Street-smart
4. Clear channel Mudra
5. Prime Way finding
6. Kid stuff
7. Celsius
8. Terra
9. Videoed
10. Integrated
11. Mudra Concrea.

### **Clients of DDB Mudra Group**

The DDB Mudra Group's clients include Aircel, Arvind Stores, Akai, Ashok Leyland, Asian Paints, BPCL, Bank of Baroda, Baxter, Castrol, Cipla, Colgate, Dabur, Emirates, Emami, Federal Bank, Future Group, Gillette India, Godrej, Gulf Oil, HDFC Bank, HPCL, Hindustan Unilever, HP, HUL, IDBI Bank Group, ITC, Jaypee, Jyothy Laboratories - Henkel, ICICI Prudential Mutual Funds, Idea Cellular, Johnson & Johnson, LIC, Lavasa, L&T, McDonalds, MSD, MalayalaManorama, Mother Dairy, Nestle, Nirmal Lifestyle, Novartis, PepsiCo, Peter

England, Philips Healthcare, Policybazaar.com, Reebok, Rotomac, Sab Miller, Shell, Star India, Standard Chartered Bank, Symphony, Tata Communications, Tourism Australia, TTK Prestige, UNICEF, Union Bank of India, United Spirits, Videocon, Volkswagen, Western Union, World Gold Council, Worldwide Media, Wipro, Wrigley, YOU Broadband and Zydus.

**Area of Operations:**

DDB Worldwide, A part of Omnicom group Inc, one of the world's largest advertising holding companies operates in more than 200 offices in 90 countries with over 13,000 people and over 5000 clients. The community covers an array of disciplines like Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing, Trade Marketing, Youth Marketing, Localization Pre-Media Services, Content Creation, Strategy and Design Consultancy.

**Its main agencies include the following -all offering an array of services.**

- DDB Corporate, USA
- Alma DDB, Chicago
- DDB remeddy, San franciso
- DDB Brazil Sao Paulo, Brazil
- DDB Melbourne Pty, Australia
- DDB Mudra group, India
- DDB Japan, Tokyo, Japan
- DDB China, Beijing
- DDB Dubai, UAE
- DDB Europe, Paris, France
- DDB tribal Berlin, Germany
- DDB Mudra Group, India
- Ahmedabad
- Mumbai
- Delhi
- Kochi

- Bangalore
- Kolkata
- Chennai

## **OWNERSHIP PATTERN**

DDB Worldwide Communications Group Inc., known internationally as DDB was started in 1949 by three enterprising gentlemen, Bill Bernbach, Ned Doyle and Maxwell Dane. It is owned by Omnicom Group Inc, one of the world's largest advertising holding companies, the owners of the international advertising agency groups Doyle Dane Bernbach, Needham Harper and BBDO merged their shareholdings in 1986 to form the holding company Omnicom. At that point Doyle Dane Bernbach and Needham Harper merged their worldwide network agency operations to become DDB Needham. Since 1996 that network has been known as DDB Worldwide.

The Indian division, DDB Mudra group was founded by A G Krishnamurthy in 1980, with a capital of Rs. 40,000 as Mudra Communications. On 31 October 2011, Mudra group was acquired by Omnicom Group, subsequently rebranded as DDB Mudra group and merged with DDB Worldwide. This represented a natural culmination of a partnership process that began in an informal way in 1988 with DDB Worldwide and led to Omnicom acquiring a 10% stake in Mudra in 1993.

## **COMPETITORS INFO**

### 1. Ogilvy and Mather Limited:- Headed by Mr. Piyush Pandey

The most local of the internationals, the most international of the locals are words written to describe the identity of Ogilvy. Basically, what this means is that the advertising agency follows the local market, understands the customer's needs and then networks worldwide with MNC and other relevant clients.

In all its years of business, Ogilvy has struggled to build brands and has proved its ability to build brands. The agency does its best to enhance the customer-brand relation. For this, it undergoes the process of scrutiny of the tools and techniques which work well to build a long and lasting association with a brand.



2. JWT (Hindustan Thompson Associates Pvt. Ltd.): - Headed by Mr. Colvyn,  
CEO

The advertising agency has a special portfolio which includes creativity, innovation, clients, case studies, awards, well-thought out leadership and talent. Clients perceive the agency as a resource of ideas which tell the brand's story to the customer, dealing with market research. In this process, the agency includes innovative ideas.

3. FCB-Ulka advertising pvt. Ltd:- Headed by Mr. Anil Kapoor ,MD & CEO

FCB, being one of the top three advertising agencies in the USA, ranks number 10 in the world. FCB-Ulka has made its mark in India as Ulka Advertising. It was founded in 1961. On the creative front, Ulka is known to stand out. Around the mid-seventies, FCB-Ulka had become the fifth largest agency in India and has sustained this status till date. It also gave recognition to those brands that were not in the limelight earlier but are now completely above other market players. Santoor soap did thorough research and focused on advertising which gave growing sales figures against stiff competition from Levers and P&G brands. Not surprisingly, FCB-Ulka is seen as a turnaround specialist - an agency that does brand building and more.

4. Rediffusion DY&R Pvt Ltd:- Headed by Mr. Mahesh Chauhan, President

This advertising agency places its people first. It believes that the strength of a brand lies in the efforts the people of the organization make. Rediffusion DY&R follows system-driven thinking in its culture. The agency attracts right minds because it thinks of a perfect balance between creativity and strategy.

5. RK Swamy BBDO Pvt Ltd:- Headed by Mr. Srinivasan K Swamy

It is the agency of the worldwide-renowned BBDO network. The advertising agency suggests comes up with solutions for its clients regarding their marketing communication problems and provides them with intelligent solutions and supports them in attaining their goals. The symbol or logo of the advertising agency is Hansa and is known to separate milk from the water. Similarly, RK Swamy of BBDO is capable of deriving the essential elements from the irrelevant ones in order to promote each brand. The agency practices high level of commitment and spirited teamwork for a common cause.

6. McCann-Ericsson India Ltd:- Headed by Sorab Mistry

This advertising agency is a leading global agency and has the power and passion to achieve its mission .McCann-Ericsson is known as a world class advertising agency and has found outstanding talent in its employees.

7.Leo Burnett:- Headed by Mr. Arvind Sharma, Chairman & CEO

The advertising agency is totally idea-centric. It generates big brand ideas. It regards the pencil as its engine no matter the size - it is the means through which it can generate plenty of creative ideas. The agency is never too satisfied with its endless efforts in building up a brand. It believes that the brands can become and remain leaders by building better ideas. It's no wonder that the founder of the advertising agency, Leo Burnett, regards the pencil as a metaphor for the kind of ideas he was coming up with for his clients.

8. Grey worldwide (India) Pvt Ltd:- Headed by Mr. Nirvik Singh, President south eastAsia & chairman South Asia, Grey GlobalThe agency handles above the line advertising for the Grey group. It has launched Dominosin India. It has had Ambuja cement, Thumps Up, Arrow, Lee and many more brands in itsportfolio. The mission of the agency is to remain the largest global integrated agency toleading brand ideas.

**Infrastructural Facilities at DDB Mudra (Bangalore)**

- Occupies 3 fully furnished Air conditioned floors in Wellington Street, Richmond town, with1st floor occupied by RAPP agency and Creative team, 2nd floor occupied by client servicing department and 3rd floor occupied by studio, art and accounts department.
- Each employee is provided with different work stations with system and a desk.
- Recreational facilities: Foosball table, Carom board, Table Tennis pool and a Library.
- Air conditioned conference room on each floor for meetings.
- Coffee vending machines are placed on each floor.

## **Achievements and Awards**

- Mudra was the first ad agency to release double spread advertisement in India.
- Mudra was the first ad agency to sponsor commercial telecast of a major sporting event IndiaVs West Indies series in 1983.
- It produced India's first tele-film, Janam'.
- It was Mudra that first branded a public issue Reliance Khazana.
- Mudra started the first advertising academy of India, MICA-The Mudra Institute of Communication Ahmedabad.
- In 2011, DDB Mudra Group was India's most awarded agency network at Cannes, Spikes and Abby's among others.
- In 2012, at the Ad fest (Asia Pacific Advertising Festival) Awards, the Group led the Indian tally by bagging the maximum number of awards including 3 Silvers and 6 Bronzes.
- The Group also won gold and a Silver award at the IAA (International Advertising

Association) Olive Crown Awards. The Agency won gold award at OAA 2012 for Volkswagen campaign, which was awarded as the campaign of the year.

## **Work Flow Model**

This interactive advertising work flow helps to reduce many of the supply chain issues that have plagued the advertising industry, such as late creative, discrepancies and billing reconciliation. Mudra's workflow represents several years of gathered experience and discussions and is the most in-depth and comprehensive interactive supply chain reference in the industry. Since the interactive advertising workflow touches multiple departments at publishers and agencies, it largely helps everyone from senior management to entry level employees with a high-level understanding of the overall process and practical advice on execution. Improving communication, both inter-departmentally and between agency and client, is at the core of reducing discrepancies and thus achieving greater operational efficiency.



### **Stage 1: Request for Proposal (RFP)**

Clear and open communication between the client and the agency begins with the RFP. When submitting an RFP, Mudra outlines as much detail about the campaign as possible. Revealing marketer objectives, target audience, inventory preferences, and any other special requests beyond budget and flight dates allows the publisher to provide a more comprehensive proposal. It helps to clearly communicate timelines to the marketer.

### **Stage 2: Insertion Order (IO)**

An Insertion Order is generated once the proposal is approved by the agency. The publisher should set up appropriate controls along the IO approval process to ensure that all aspects of the study on youth perception and consumption of fashion the IO meet internal requirements. At this stage, it is critical for both the parties to review specific details about the IO including the billing method, delivery requirements, and any addendums to the AAI (Advertising Agencies Association of India) /IAB (Interactive Advertising Bureau) standard terms and conditions.

### **Stage 3: Creative Delivery**

The plan laid out by the account planners and the brief given by the client servicing people are inputs to the Creative team who translate the client's brief and account planner's strategy into a creative consisting of art (visual appeal) and copy (literature). After the creative duties are done, the production team takes care of the ad shoots typically an audio/video conveying the message put forth by the creative team

#### **Stage 4: Campaign Delivery & Optimization**

After creative is delivered, crucial steps for both parties remain. Clear communication should continue with the traffic instructions. The publisher contacts the agency over any ambiguities. In addition, login information is exchanged so that delivery can be monitored in both the publisher and third-party ad servers. Campaigns are then checked within one business day of launch to confirm that all tags are implemented properly. To catch discrepancies, both parties continually monitor delivery and optimize when necessary.

#### **Stage 5: Billing & Collections**

No supply chain is complete until final payment is made. Billing & Collections remain challenging due to the number of departments involved. Following the workflow specifically reduces billing errors and simplifies reconciliation, but clear and open communication can alleviate remaining issues. It also helps that both publishers and agency establishes cross-departmental communication channels to speed up the reconciliation process.

#### **Future Growth and Prospects**

- The global Advertising Industry as far as scale of operations and scope is concerned the turnover is close to USD 450 billion annually. Indian Advertising Industry contributes less than 1% which is next to China and Russia. The Global Ad Industry is expected to reach a growth rate of 5% in 2015 which is better than 2010 while Indian Ad Industry in contrast estimates to reach the growth rate of 10% figuring about Rs.237 billion.
- India contributes to 17 % of the world population but is only 0.7% of the world advertising market so it has huge potential to grow in future.
- Experts reveal that total advertisement spending by the political parties would be around Rupees 8 billion. The Congress and the BJP alone could spend over

Rupees 4 billion on ads on television,radio and newspapers. Most of the ads appear on going to general entertainment and regionalTV channels and hardly a small proportion in News channels.

- Worldwide Partner Inc are the Ninth largest global network of more than 90 marketing andcommunication agencies in about 50 countries which has recently tied up with IndianPressman Advertising and Marketing Ltd following repeated enquires about India
- Indian advertising spends as a percentage of GDP - at 0.34% which is comparatively low, asopposed to other developed and developing countries, where the average is around 0.98%,which requires a lot space for development and enhancements in the Indian AdvertisingIndustry.

## CHAPTER 3

# MC KINSEY'S 7S FRAME WORK

- **Strategy**

DDB Mudra is a media management company: planning, buying and evaluating strategic media solutions for its clients. Their expertise lies in crafting customized and contemporary media solutions based on the thorough understanding of the consumer, the media and the interaction between the two.

Consumers today do not like to be strait-jacketed into stereotypes. They have a plethora of, me-too" products to choose from resulting into quick shift in product preferences at minimal risk. Consumers are now constantly looking for value beyond price and demand constant improvement in products and services. What they take home is not just the product or brand, but the entire product experience as well. At the DDB Mudra Group, approach to communication planning is one that is not media centric but one that integrates the perspective of the consumer, the brand and the medium.

Figure 3.1

- **Structure**

Organizational structure refers to formal hierarchical relationships & positional arrangements it deals with how members communicate with others, how information flows, what roles he performs, Rules & procedures existing to guide the activities of members as part of organization With reference to Mudra , it has good mentor, disciplined relationship, encouragement, help & guidance. Broadly there are 5 departments in DDB Mudra, Account service department. The account service, or the account management department, is the link between Mudra and its clients. Based on the size of the account and its advertising budget, one or two account executives serve as liaison to the client. The account executive's job requires high degree of diplomacy and tact, as misunderstanding may lead to loss of an account. The account executive is mainly responsible to gain knowledge about the client's business, profit goals, marketing problems and advertising objectives. The account executive is responsible

for getting the media schedules, budgets and rough ads or story boards approved from the client.

**The next task is to make sure that the agency:**

DDB Mudra

Account Service

Department

Media

Department

Creative

Department

Regional

Creative Head

Brand Servicing

Managers

Creative Team

Administration

Department

Account Service

Department

Production

Department

Finance And

Account service department

Personnel produce the advertising to the client's satisfaction. The biggest role of the account executive is keeping the agency ahead of the client through follow-up and communications.

**Media department**



The responsibility of the agency's media department is to develop a media plan to reach the target audience effectively in a cost effective manner. The staff analyses, selects and contracts for media time or space that will be used to deliver the ad message. This is one of the most important decisions since a significantly large part of the client's money is spent on the media time and/or space. The media department has acquired increasing importance in an agency's business as large advertisers seem to be more inclined to consolidate media buying with one or few agencies thereby saving money and improving media efficiency.

### **Creative department**

To a large extent, the success of an ad agency depends upon the creative department responsible for the creation and execution of the advertisements. The creative specialists are known as copywriters. They are the ones who conceive ideas for the ads and write the headlines, subheads and the body copy. They are also involved in deciding the basic theme of the advertising campaign, and often they do prepare the rough layout of the print ad or the commercial story board. Creation of an ad is the responsibility of the copywriters and the art department decides how the ad should look.

### **Production department**

After the completion and approval of the copy and the illustrations the ad is sent to the production department. Generally agencies do not actually produce the finished ads; instead they hire printers, photographers, engravers, typographers and others to complete the finished ad. For the production of the approved TV commercial, the production department may supervise the casting of actors to appear in the ad, the setting for scenes and selecting an independent production studio. The production department sometimes hires an outside director to transform the creative concept to a commercial.

### **Finance and accounting department**

An advertising agency is in the business of providing services and must be managed that way. Thus, it has to perform various functions such as accounting, finance, human resources etc. it must also attempt to generate new business. Also this

department is important since bulk of the agency's income approx. 65% goes as salary and benefits to the employees.

### **Value Chain Analysis**

There are mainly four roles in an advertising agency

1. Client Servicing
2. Account Planning
3. Creative
4. Production

Client Servicing people are the first point of contact in an agency for the client. They interface between the Client and the other internal teams. Client Servicing people are given briefs by the clients. They understand what the client's requirement is, objectives of a particular campaign and translate it to the Account Planning and Creative teams. The Account Planning team then comes up with the strategy/plan for the campaign. The brief given by the Client Servicing team is the starting point for the account planners plan laid out by the account planners and the brief given by the client servicing people are inputs to the Creative team who translate the client's brief and account planner's strategy into a creative consisting of art (visual appeal) and copy (literature). After the creative duties are done, the production team takes care of the ad shoots typically an audio/video conveying the message put forth by the creative team. Thus the cycle from a brief to an ad goes through the above phases.

- **Skill**

Skills are capabilities of organization as a whole. Skills, which describe the organization's competence like in Mudra, would be creativity, innovation and adaptability. The skills, which Mudra possesses, are creativity, customer/account handling skills, relationship skills, excellent communication skills, assertive decision-making, business knowledge, leadership, attitude, adaptability, courageous, & dynamism. However the skill requirement varies from the job to job. The skills of the

agency are enhanced through Recruitment & Selection process, training and development.

- **Style**

At Mudra there is a very open management where the employees can suggest any improvements in systems. There is a grass root level participation. These suggestions are implemented either by interdepartmental communications, mutual understanding, or by top-level analysis, where huge investments are involved. Even the policy decisions are taken with consultancy of respective persons. Employees take casual decisions & their immediate head gives the feedback. From the above facts we can say that Mudra has a participative management style.

- **Systems**

It refers to all rules, regulations & procedures both formal & informal. It includes campaign plans, control system, cost accounting procedures, recruitment training & development plans. At Mudra, every department has got their own Management Information system. For example: Human resource information system:

There is an HR package which stores profiles of all the employees such as employee ID, code no, joining date, place of posting, place of posting, name, personal profile, etc.

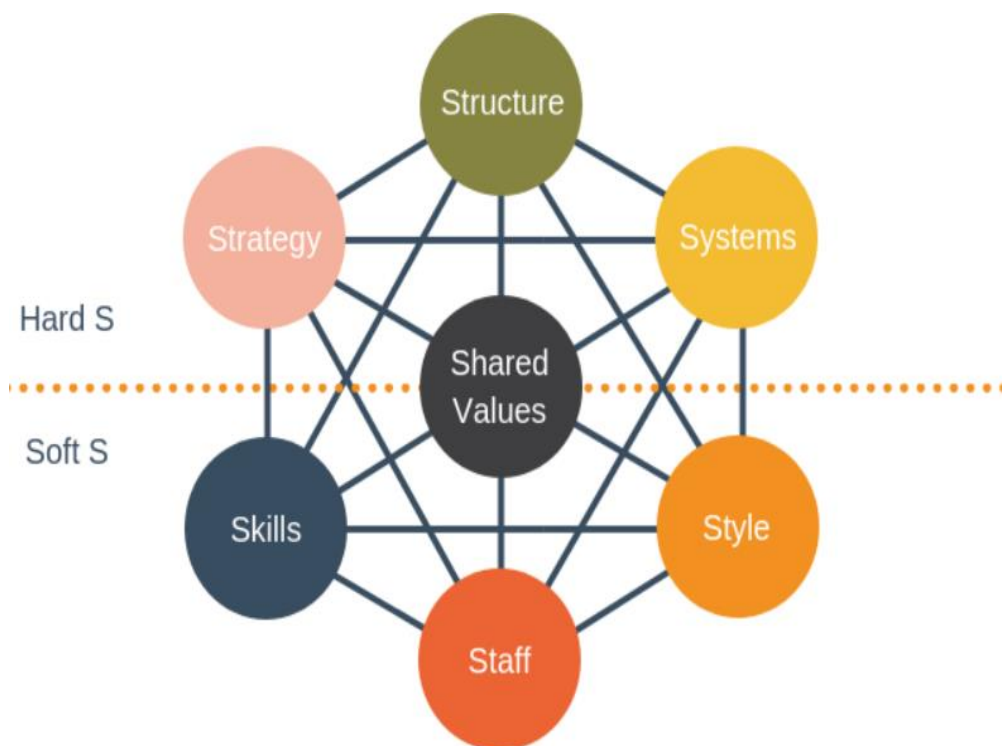
- **Staff**

Employees at Mudra are mostly recruited based on referrals and not by any recruitment drive and thus it helps in capturing talented and creative people. Like any other agency Mudra also engages in head hunting to capture some of the best minds in advertising field. Employees at Mudra, in terms of their qualifications are not academically very intelligent but are people who have an overall personality since advertising requires a good lot of communication, negotiation and convincing skills.

- **Shared Values**

DDB knows their clients demand nothing but the best, and that it is becoming increasingly difficult to appeal to consumers. DDB believes in staying one step ahead of the competition with innovative, original thinking. The mantra of the company is "Innovate or Die" because "...in an industry being crushed by a lack of innovative thinking, anything less is just thatless."The team at DDB feels that it is the team's duty to provide the spectacular results theclients deserve.

### MC KENSEY'S 7'S FRAMEWORK



## PORTER MODEL EXAMPLE

### **Bargaining power of Supplier: LOW**

- Manufacturers are mere OEMs
- Dependency on technology partners
- No direct link with consumer
- Excess supply of DRAM units

### **Threat of substitutes: HIGH**

- Global players like Intel, Motorola, IBM, Hitachi, NEC, Toshiba, Samsung and Fujitsu also manufacture DRAM

### **Degree of Rivalry: HIGH**

- Low product differentiation
- Local and foreign competitors

### **Bargaining Power of Buyer: HIGH**

- Buyers have brand recognition
- They are in direct communication with customers

### **Threats of New Entrants: LOW**

- Building wafer fabs and purchasing equipment is highly expensive
- Production needed to be in the latest technology

## **CHAPTER 4**

# **SWOT ANALYSIS**

### **Strengths:**

- One of the oldest ad agencies of the country, hence a strong foothold.
- Provides clients with new ideas and offer integrated 360 degrees solutions.
- A satisfied client list.
- A well-developed internal communication interface.
- A visionary leader. (Madhukar Kamath).
- A central team that focuses on the development and application of knowledge and systems for next generation media planning & buying.
- Global exposure with higher rewards & appreciation.
- Diversified service offerings, ranging from traditional media advertising to specialty communications.

### **Weakness:**

- Too much emphasis on traditional tried and tested methods.
- Lack in promotion strategies towards increasing the brand name.

### **Opportunities:**

- Trends in content delivery.
- Strategic Growth Initiatives
- Increasing awareness of Digital Marketing
- Being the oldest advertising agency in India, it brand among its clients- they have lot of client coming back with new product for getting advertised.

### **Threats:**

- Challenging stiff competition from its competitor's from both domestic & international levels.

- Changes in the taste & preferences of clients.
- Rise in the number of in house creative teams by various companies.

## CHAPTER 5

# FINANCIAL STATEMENT ANALYSIS

DDB Mudra group being a private limited company is not at the liberty of giving out its financial data.



## Balance Sheet

as at March 31, 2019

Particulars	Note No.	(₹ in lakhs)		
		As at March 31, 2019	As at March 31, 2018	As at April 1, 2017
<b>ASSETS</b>				
<b>Financials Assets</b>				
(a) Cash and cash equivalents	4	1,71,052.50	3,72,388.02	40,274.05
(b) Bank balances other than cash and cash equivalents	5	3,08,055.20	1,10,390.31	1,74,260.44
(c) Loans	6	11,83,404.34	10,53,901.77	6,10,247.48
(d) Investments	7	40,040.37	1,76,049.62	1,79,681.76
(e) Other Financials Assets	8	8,960.57	10,507.84	8,752.37
<b>Non Financials Assets</b>				
(a) Current Tax Assets (Net)	9	-	247.31	749.71
(b) Deferred Tax Assets (Net)	10	10,950.61	1,087.28	680.57
(c) Property, Plant and Equipment	11	7.78	14.79	12.28
(d) Intangible assets under development	12	47.50	-	-
(e) Other Intangible assets	12	1.42	3.32	3.06
(f) Other non-financials assets	13	1,068.62	768.63	0.00
<b>Total Assets</b>		<b>17,23,588.92</b>	<b>17,25,358.88</b>	<b>10,14,661.72</b>
<b>LIABILITIES AND EQUITY</b>				
<b>LIABILITIES</b>				
<b>Financial Liabilities</b>				
(a) Payables	14			
I) Trade payables		-	-	-
II) Other payables		253.10	263.05	64.89
(b) Deposits	15	15,00,000.00	15,00,000.00	8,12,500.00
(c) Other financial liabilities	16	13,463.08	16,558.27	9,064.92
<b>Non-Financial Liabilities</b>				
(a) Current tax liabilities(Net)	9	473.40	-	-
(b) Deferred tax liabilities (Net)	10	-	-	-
(c) Other non-financial liabilities	17	42.61	3.34	0.13
<b>Total Liabilities</b>		<b>15,14,232.19</b>	<b>15,16,824.67</b>	<b>8,21,629.93</b>
<b>EQUITY</b>				
(a) Equity Share capital	18	1,67,592.59	1,67,592.59	1,67,592.59
(b) Other Equity	19	41,764.14	40,941.62	25,439.20
<b>Total Equity</b>		<b>2,09,356.73</b>	<b>2,08,534.21</b>	<b>1,93,031.79</b>
<b>Total Liabilities and Equity</b>		<b>17,23,588.92</b>	<b>17,25,358.88</b>	<b>10,14,661.72</b>
See accompanying Notes forming part of the Financial Statements	1 to 62			



## Statement of Profit and Loss

for the period April 01, 2018 to March 31, 2019

Particulars	Note No.	(₹ in lakhs)	
		For the period ended March 31, 2019	For the period ended March 31, 2018
<b>I. Revenue from operations</b>			
Interest Income	20	78,358.40	66,644.05
Fees and commission Income	21	385.59	384.11
Net gain on fair value changes	22	7,347.66	13,487.89
<b>Total Revenue from operations</b>		<b>86,091.65</b>	<b>80,516.05</b>
<b>II. Other income</b>	23	1.13	1.07
<b>III. Total Income (I+II)</b>		<b>86,092.79</b>	<b>80,517.12</b>
<b>IV. Expenses</b>			
Finance costs	24	51,494.52	51,484.50
Impairment on financial instruments	25	28,234.02	1,440.27
Employee Benefits Expenses	26	653.57	713.25
Depreciation, amortization and impairment	27	9.09	7.37
Others expenses	28	581.94	705.93
<b>Total expenses</b>		<b>80,973.14</b>	<b>54,351.33</b>
<b>V. Profit / (loss) before exceptional items and tax (III-IV)</b>		<b>5,119.64</b>	<b>26,165.80</b>
Exceptional Items		-	-
<b>VI. Profit/(loss) before tax (III-IV)</b>		<b>5,119.64</b>	<b>26,165.80</b>
<b>VII. Tax expenses:</b>	29		
Current tax expense		11,634.87	9,455.95
Deferred tax		(9,863.34)	(406.70)
<b>VIII. Profit/(loss) for the year (VI-VII)</b>		<b>3,348.11</b>	<b>17,116.55</b>
Other Comprehensive Income			
A. Items that will not be reclassified to profit or loss			
B. Items that will reclassified to profit or loss			
<b>Other comprehensive income (A+B)</b>		-	-
<b>Total comprehensive income</b>		<b>3,348.11</b>	<b>17,116.55</b>
<b>IX. Earnings per equity share</b>	30		
Basic (₹)		0.20	1.02
Diluted (₹)		0.20	1.02

## **CHAPTER 6**

# **LEARNING EXPERIENCE**

The whole period of 4 weeks was an insightful experience. This experience has been very helpful to my educational aspirations. It has given me the opportunity to interact with different materials. It has exposed me to the advertising industry in more vast ways than I really expected. It enabled me to work in a new & unfamiliar environment for a more holistic learning experience.

Lessons learned at Internship:

- There is a sense of ease as to how the whole system works but still a lot to learn as to how proper co-ordination among the employees helps in order to provide effective service to the customer.
- I was able to understand the functions of various departments, duties and responsibilities of each department.
- I have learnt how a multi-national builds a global brand, and how international necessities are balanced with local realities.
- I have worked according to different business models, and have been able to personally judge the effectiveness of diverse methods.
- The whole working of IMC (Integrated Marketing Communication) was practically experienced and analyzed by me. With being included in all the functioning of the company I got to know how right from the pitching to a client to Brand servicing is done.
- I had been assigned a project with the team in Mudra to develop an actionable customer segmentation model. This has given me a hands-on experience to practically use the nuances of Marketing. Even though I was just an intern, my ideas were always welcomed. I was also given a chance to be a part of client meeting, which is a huge opportunity for an intern. Overall, the responsibility and flexibility I got at Mudra was outstanding.
- I had the opportunity to work for four different projects in such a short period of time which enabled me to adhere to given deadlines.

- Besides giving me an opportunity to work on various projects, this has also led to great team bonding with other Summer Interns and multiple presentations & interaction opportunities within the team.

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^ "Mulling over Malabar". The New Indian Express. Retrieved 25 September 2020.

## WEEKLY PROGRESS REPORT

Student Name	<b>Mr. K BHUVANESH KUMAR</b>
USN	<b>1CR19MBA14</b>
Title of the Study	<b>An Organisation Study on DDB Mudra</b>
Organization	<b>DDB Mudra</b>
<b>WEEK-1</b>	
Duration (start date - End date)	<b>6.8.2020 - 12.8.2020</b>
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
<b>WEEK-2</b>	
Duration (start date - End date)	<b>13.8.2020 - 18.8.2020</b>
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
<b>WEEK-3</b>	
Duration (start date - End date)	<b>19.8.2020 - 26.8.2020</b>
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
<b>WEEK-4</b>	
Duration (start date - End date)	<b>27.8.2020 - 30.8.2020</b>
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography

**Signature of the Student**

**Signature of the Guide**