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Pulp Strategy Communications shines as 'Agency of the Year' at the 'Global Awards for Brand Excellence'

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strategist, was conferred upon with the 'Young Achiever of the Year' award.

MUMBAI: Pulp Strategy Communications, the full service experiential marketing and communications agency specialising in the business to consumer experiential marketing and digital engagement space has been recognised as the (Startup) 'Agency of the Year' at the 'Global Awards for Brand Excellence' organised by the World Brand Congress 2011 held in Mumbai on November 25, 2011. In addition to this Anuj Agarwal group account head,



Ambika Sharma

Commenting on the achievement Ambika sharma, managing director and CEO, Pulp Strategy communications, said, "This is a big achievement for 'The Strategists'. We are extremely proud that our unique offering and innovative approach is taking us from strength to strength. Anuj is a key stakeholder in success and I am delighted with his recognition as a 'Young Achiever'. Being awarded the 'Agency Of The Year' as a start up challenger agency, it means that we have geared up to deliver better and bigger for our clients, it's a powerful and yet humbling beginning

to the season."



The World Brand Congress 2011 is the single largest rendezvous of best brains behind some of the world's most successful and sought after brands. The Congress is a meeting place for leaders from every sector and continent. Over 500 of the world's branding and marketing elites under one roof. With top executives from the world's biggest brands and most influential marketing organisations answering today's critical business challenges bringing alive the power of brand-building and rapid-fire innovations in marketing to reach out to the consumers of today.

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'Global Awards for Brand Excellence' are judged by an independent Jury comprising of senior professionals from marketing, branding, advertising, public relations, brand strategy and corporate communications. The Asian Confederation of Business endorses this prestigious programme. The organisational award is nominated basis the uniqueness of work showcased, organisational offering amongst other criteria.



Anuj Agarwal

Talking about this development, Anuj Agarwal, group account head, strategist, said, "We are elated to win 'Agency of the Year' at such a prestigious forum. I am proud to be a part of an incredibly creative team and this is a befitting beginning to where we are headed - being the best in class with what ever we do."



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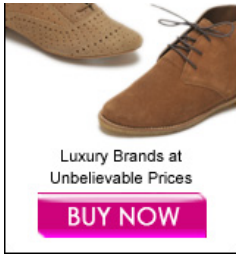
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