



Pulp Strategy bags digital mandate for Origo Commodities

Pulp Strategy will manage the brand's presence across all digital platforms through media planning, media buying, content marketing, and social media campaigns

by [exchange4media Staff](#)
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Pulp Strategy, the digital communications and technology agency, has been awarded the mandate to leading strategic digital marketing communications across India for Origo Commodities, a complete post-harvest management service provider. The business was awarded after a multi-agency pitch and as a part of this mandate, Pulp Strategy will manage the brand's presence across all digital platforms through media planning, media buying, content marketing, and social media campaigns. The full-service digital agency will also be responsible for planning and executing new B2B initiatives that would improve the brands reach and enable customers to better understand the brand's offerings.

Origo Commodities was founded in 2010 with a vision to transform fragmented commodity supply chains into an integrated and efficient ecosystem with reliable solutions that create value in an inclusive and sustainable manner for all participants, from the primary producer to the end consumer. Origo's post-harvest management services include mitigating risks, minimizing wastage, and adding value at every stage in the Agri-commodity supply chain. Present in 15+ states pan India, Origo Commodities offers procurement solutions across eight commodities (including wheat, maize, *jowar*, paddy, rice, cotton, channa, soybean, and mustard), as well as preventive storage and maintenance, and financing through structured trade and Warehouse receipt financing.

Sunoor Kaul, Director of Origo commented, “Origo is transforming the agriculture supply chain. Through its network in 12 states and a team of 1,800 employees, we make agricultural procurement both capital and price-efficient and at the same time enable direct procurement from farmers allowing them better price discovery. With 800 warehouses, through its scientific storage techniques, Origo is able to reduce wastage and allow traders, farmers, and others to have safe storage for their crops. Pulp Strategy understood the nuances of our business, the team had a refreshing approach and brought on board an understanding of our B2B business needs. We are confident that this understanding combined with their professional and proactive approach will assist us in our aggressive marketing plans. We look forward to working with them.”

Commenting on the mandate, Ambika Sharma, Managing Director of Pulp Strategy, said, “We are extremely delighted to partner with Origo Commodities. The brand is revolutionising agriculture supply chain and it is a matter of pride for us to partner with them in this journey. We firmly believe that this brand has a huge potential for growth in the agriculture industry, the team at Origo is passionate and very deeply rooted in with a clear understanding of their path, products and their consumer. It is a category which will be challenging yet fulfilling to work with.”

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Ambika Sharma	Digital Marketing	Pulp Strategy	Digital Marketing Mandate	Origo Commodities	Sunoor Kaul			
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