

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](#)
Updated: Sep 26, 2019 4:09 PM

(A) (A)



Pulp Strategy, the digital communications and technology agency, has been awarded the mandate to lead 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 brand's 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.”

Read more news about (internet advertising India, internet advertising, advertising India, digital advertising India, media advertising India)

**For more updates, be socially connected with us on
[Instagram](#), [LinkedIn](#), [Twitter](#), [Facebook](#) & [Youtube](#)**





POPULAR

MOST READ	TRENDING TOPICS
Zee	Advertising News
Brand Ambassador	
Lowe Lintas	Invesco
	Facebook
	IMA South
	Barc
Amitabh Bachchan	Partnership

[SEE MORE +](#)

CATEGORY

ANNOUNCEMENTS

	ANNOUNCEMENTS Invesco's call for EGM 'illegal and invalid': ZEE to Bombay HC <small>① 3 days ago</small>
	ANNOUNCEMENTS Bayer gets MediaCom as its Global Media Agency <small>① 1 week ago</small>
	ANNOUNCEMENTS Vedantu gets US\$100 million Series E funding at US\$1 bn valuation <small>① 1 week ago</small>
	ANNOUNCEMENTS Infectious Advertising bags digital mandate of Go Cheese <small>① 1 week ago</small>
	ANNOUNCEMENTS SPN's NP Singh honoured as 'Media Person of the Year 2021' by IAA <small>① 1 week ago</small>



ABOUT E4M

exchange4media was set up in year 2000 with the aim of publishing niche, relevant and quality publications for the marketing, advertising and media professionals.

ADSSERT WEB SOLUTIONS PVT. LTD. B-20, SECTOR 57 NOIDA (U.P)
(0120) 4007700
[Connect With Us!](#)

OTHER LINK

[Sitemap](#)
[Privacy Policy](#)
[Term & Condition](#)
[GDPR Compliance](#)
[Cookie Policy](#)

USEFUL LINK

[Advertising](#)
[Marketing](#)
[Digital](#)
[Photos](#)
[Videos](#)

CONNECT WITH US

[f](#) [t](#) [in](#) [y](#)

Subscribe e4m Newsletter
25000+ Industry Leaders already read it everyday

E-mail [SUBSCRIBE](#)

By clicking Sign Up, I agree to the [Terms of Use](#) and [Privacy Policy](#).

[Contact Us](#)
[Corrections Policy](#)
[Ethics Policy](#)

OUR PROPERTIES

The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of digital.
Copyright © 2021 Adsert Web Solutions Pvt Ltd