



#Digital »

#Pulp Strategy

#Pratap Chauhan

#Jiva Ayurveda

#Ambika Sharma

Jiva Ayurveda appoints Pulp Strategy as its digital agency

Account to be handled by the agency's Delhi office

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Pulp Strategy, a full service integrated marketing and communications agency, has bagged the digital mandate for Jiva Ayurveda. The account was won following a multi-agency pitch. Pulp Strategy managed the business from its Delhi office.

Commenting on the win, Ambika Sharma, founder and managing director, Pulp Strategy, said, "We are very happy about this association and are honoured to be partnering Jiva in achieving its vision of taking Ayurveda to every home. With our strategy and focus on adoption from T2, T3 cities across India, and Jiva's commitment to engaging with these audiences to build value we are looking forward to partnering with Jiva in using digital to reach out to these audiences."

"Jiva has always used technology to fulfill its mission of bringing Ayurveda to every home. Social media, being the latest trend in technology, will play an important role in spreading awareness about Ayurveda," added Dr. Pratap Chauhan, director, Jiva Ayurveda.

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