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Digital

# Pulp Strategy appointed digital partners for Jagatjit Industries

The mandate includes digital and marketing intervention across JIL brands



Jagatjit Industries (JIL), the third largest producer of IMFL brands in India, has awarded its digital mandate to Pulp Strategy India.

The account was won following a multi-agency pitch. The mandate includes digital and marketing intervention across JIL brands, the agency will also be responsible for digital strategy and content marketing for JIL.

JIL is one of the largest integrated distilleries manufacturing potable alcohol in Asia, and the first in India with in-house facilities for producing molasses and non-molasses based potable alcohol from fully automated distillation plants.

Neha Gupta, Head of Marketing, JIL said, “Pulp Strategy, demonstrated a good understanding of our industry and our brand ethos, including our focus on creativity and out of the box thinking, and corporate responsibility. They were able to translate insights into a holistic solution-based approach for our brand. We are looking forward to working in tandem to attain our goals.”



Ambika Sharma

Ambika Sharma, Managing Director of Pulp Strategy, said, “The team at JIL is extremely passionate about their legacy, and have a transformative vision for growth, they have strong brands, and we are looking forward to working with the team to build a strong value driven digital marketing practice.”