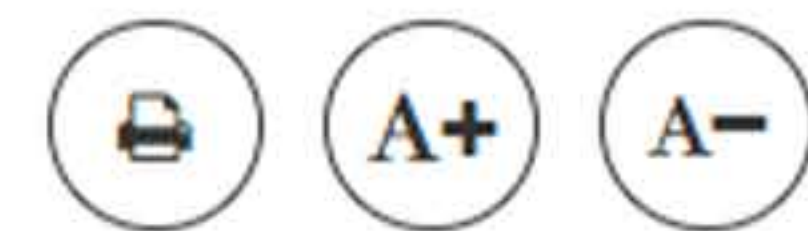
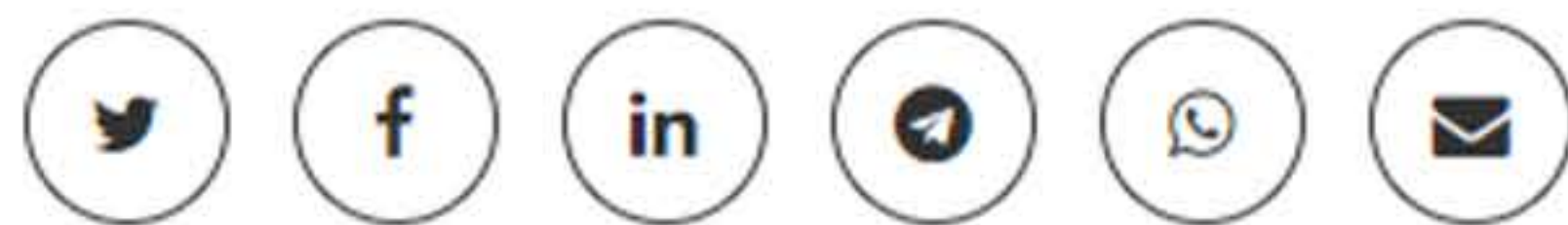


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# Pulp Strategy bags digital mandate for Jagajit Industries

*The account was won following a multi-agency pitch...*

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Pulp Strategy has bagged the digital mandate of Jagajit Industries.

The account was won following a multi-agency pitch. Pulp Strategy's mandate includes digital and marketing intervention across JIL brands, the agency will also be

responsible for digital strategy and content marketing for JIL.

Neha Gupta, head of marketing, Jagajit Industries 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 brands.... We are looking forward to working in tandem to attain our goals."

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."