

# Jagatjit Industries Limited assigns digital mandate to Pulp Strategy

Industry Updates

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*Jagatjit Industry Pulp Strategy*

**As per the mandate, Pulp Strategy’s responsibilities include digital and marketing intervention across JIL brands; the agency will also be taking care of digital strategy and content marketing for them.**

Jagatjit Industries, the third-largest producer of IMFL brands in India has awarded its digital mandate to Pulp Strategy India’s largest independent agency in the field of digital communications and technology. The account was won following a multi-agency pitch.

JIL has the unique distinction of being 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.

They endeavor to offer consumers a wide range of good quality alcoholic beverages imbuing each brand with a distinct personality at par with their discerning clientele.

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[Neha Gupta](#), Head of Marketing, Jagatjit Industries Limited opined 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.”

Commenting on the acquisition [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.”