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#### **Pulp Strategy wins NEC India's biz**

**Indiantelevision.com Team**

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MUMBAI: Pulp Strategy, a full service experiential marketing and communications agency, has been appointed as NEC India's activation and OOH partner.

Pulp's role will essentially comprise creative responsibilities, OOH, activation and events.

The account was won after a multi-agency pitch and will be handled out of agency's Delhi office.

Pulp Strategy is now slated to handle OOH campaign as NEC India heralds the Indian Grand Prix 2012, in active collaboration with the Sauber F1 Team. NEC India is the premier partner of Sauber F1 Team.

NEC India national marketing manager Vijayant Khatri said, "We are confident that our partner agency will play a critical role in achieving our marketing goals. Their energy and proactive approach has inspired confidence."

Pulp Strategy Communications managing director and CEO Ambika Sharma added, "NEC is a great brand, and we are proud to be a part of the NEC Sauber F1 Team campaign. We are a carefully constructed robust team that brings on board a strong and holistic approach to branding and activation. We look forward to partnering with NEC India."

NEC India is a wholly-owned subsidiary of NEC Asia Pacific (HQ: Singapore) and NEC Corporation (HQ: Japan), and works with its customers to develop solutions and services for a "ubiquitous"

networking society. Leveraging on NEC's capabilities in integrating IT and networking technologies for a diverse customer base across governments, businesses, individuals and societies worldwide, NEC India customises solutions to construct large-scale, highly reliable, scalable and flexible IT and network systems.



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