



Leo Burnett strengthens account management team in Mumbai with senior appointments

Mumbai, January 21, 2020 – Leo Burnett India strengthens its senior account management team with 3 new appointments in Mumbai - Ashima Mehra joins as Senior Vice President, Maninder Bali joins as Senior Vice President and Sarina Baretto as Vice President.

Ashima who joins Leo Burnett as Senior Vice President brings in valuable perspective in advertising and marketing having worked on both the client side and with agencies. She has led brands at Godfrey Phillips India and Reckitt Benckiser where she was spearheading the PO1 team for Dettol in 15 countries (developing markets). She has played an instrumental role in drafting communication strategies for global brands such as Veet, Pepsi, Mountain Dew, Honda, Vodafone, Aditya Birla Group, MakeMyTrip, Tata AIG and Whirlpool.

Bali joins Burnett as Senior Vice President from Publicis Singapore, where he was the Regional Business Director on P&G's Safeguard global business. This is his second stint with Leo Burnett, previously Bali was Vice President at Leo Burnett, Mumbai where he led the agency's marquee account McDonald's, nationwide.

Sarina who joins in as Vice President has helped steer brands across a wide spectrum of industries including Zee Entertainment Network, Times of India, Femina, L'Oréal, Hotel Leela, Intercontinental, DHL, Polycab, Camlin, HDFC, IndianOil to name a few.

Speaking about the appointments **Dheeraj Sinha Managing Director - India & Chief Strategy Officer – Leo Burnett South Asia** said “Leo Burnett has had tremendous growth momentum which is reflected in both our new business wins and our stellar body of work. To keep up this momentum for the agency it is important to have a leadership team which echoes our new-age thinking and creative approach. I am thrilled to welcome Bali, Ashima and Sarina onboard and I am confident that the energy and experience that each of them bring will translate in creating world-class work for our clients.”

About Leo Burnett India:

Leo Burnett India is the no. 1 agency in Leo Burnett's global network of 86 agencies. The agency is known for building India's top brands based on its Humankind philosophy, believing that “Insightful creativity has the power to change human behaviour”. It is the first Indian agency to bring home a Cannes Lion for Innovation and Cannes Lions for Creative Effectiveness for an Indian brand. As a part of the Publicis Groupe, Leo Burnett believes in the Power of One – a platform that helps tell the brand's narrative across platforms, seamlessly.

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