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Origin Beanstalk bags Prasanna Group business

By Campaign India Team on Feb 11, 2010
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Origin Beanstalk Creative Consultants has bagged the creative duties of the Prasanna Group. Prasanna Bus Links as it is currently called, is an inter-city services company (under the brand name Prasanna and Metrolink), in addition to being tour-operating company. The account will be handled by Origin Beanstalk's sister concern agency, Meta, which is tasked with restructuring and creating a new brand identity for the company.


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KEYWORDS

origin beanstalk, thakur upendra singh, intracity buses, indian advertising, agency

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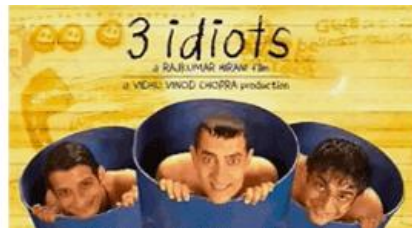
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Confirming the win, Thakur Upendra Singh, co-founder, Origin Beanstalk Creative Consultants said, "Prasanna Bus Links wanted to position itself as country's first premier urban mobility solutions company and has shown great confidence and trust in our agency to partner Prasanna Bus Links and help them achieve the same."

The company is looking at expanding its services into vehicle rentals and intra-city buses, thus having a wider geographical coverage.

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