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## Campaign India Agency Report Card 2010: Origin Beanstalk

By Campaign India Team on Dec 12, 2010  
filed under Advertising, India

How Campaign India rates the agency: 6

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**Type of agency** Advertising

**Company ownership** Independent

**Key personnel** Shom Mazumdar and Upendra Singh Thakur, co-founders, Iqbal Raj, NCD, Mustafa Kapasi, Yajuvendra Gore, CDs, Raja Haldankar, Amitabh Chatterjee, CDs, Sunil Gangras, ACD, Sarim Ahmed and Murlu Menon, account heads

**Accounts won** Hutchinson 3 Global Services, Radio City, Mitashi Consumer Electronics, Akruti City, VH1, InterContinental The Lalit, Mumbai, Four Points by Sheraton, Times Big Reward, China Gate Restaurants, Rajesh Builders Group of Companies, Sunteck Piramal Realty, Prescon Group, High Ground Entertainment

**Accounts lost** R City, Prasanna Travels

If there is a single story that shouts when you evaluate Origin-Beanstalk, it is retention. OBCC, once they win business, seem to have a way of retaining them, so the year sees them continuing with their critical MiD-Day and Nick accounts, even as they handle more work from Viacom18, which we believe is true even if the company does not confirm the development. The year has also seen them up the ante as far as people are concerned, hiring from Bates 141 and Saints and Warriors. It's time they did do that; it's only talent that will allow them to grow into an agency of the future; today, their focus, and their bread and butter, comes from print. The agency was in the news for winning the creative mandates for Mitashi, Prasanna Group, Hutchison 3 Global Services,

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**Yes** 25%

**No** 58%

**Could be better** 17%

TOTAL VOTES: 602

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## How Origin Beanstalk rates itself: 6

While a major part of last year went into consolidation, this year has purely been an action time here at Origin Beanstalk. We have had some great account wins, most of which have been won in a multi-agency pitch and a few ready to sign, by the time this report gets into print. This year we also reinforced our commitment to our existing clients and improved the overall levels of our work. Our clients MiD DAY won 1 Gold, 3 Silver and 2 Bronze at the INMA (International News Media Marketing Association, New York) that was the highest number of awards across the world for any newspaper this year and Nick TV recently won 2 golds at the Promax / BDA.2010 has also seen our team getting bigger and better (60 at last count) with the addition of a few members at the senior level. Deepak Khapre has joined as an Art Director from Bates 141 while Raja Haldankar and Amitabh Chatterjee have joined as creative directors (Art and copy) from Saints and Warriors. The coming year will also see us focus more on our interactive division (OBCC Interactive) that is doing good business and our Glamour and Lifestyle events setup (Silverbees Entertainment). All in all, the coming year already looks very exciting!

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