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Origin Beanstalk bags Verdant Learning account

By Campaign India Team on Jun 15, 2009
filed under Advertising, India

Verdant Learning, promoted by former Times of India president Arun Arora (pictured), has signed on Origin Beanstalk Creative Consultants as its creative agency. There was no pitch for the business. Confirming the news, Ajay Mehra, CEO of Verdant, said, "We were looking for a compatible partner who understands our business model and our creative requirements and has a clear understanding of the segment we are operating in. We found Origin Beanstalk to be the agency that can deliver this."

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Thakur Upendra Singh, co-founder of Origin Beanstalk said, "Good creatives that work in a competitive market, excellent servicing, quick turnaround time and our hunger for the business helped us bag the account."

The Edvance Group currently has interests in early childhood learning, online learning and vocational training in a number of high growth sectors.

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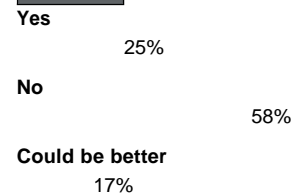
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