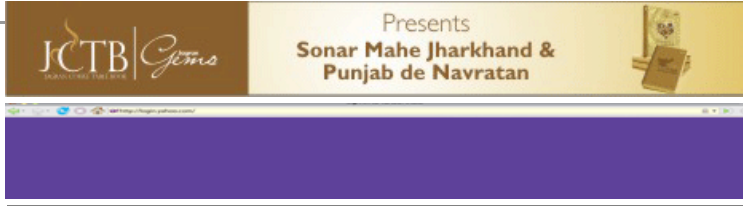


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# Mitashi appoints Origin Beanstalk for its creative duties

By exchange4media Mumbai Bureau  
Saturday, Oct 02, 2010

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Mitashi Consumer Electronics has awarded the creative duties of its entire portfolio to Origin Beanstalk Creative Consultants following a multi-agency pitch.

Confirming the development, Ajay Sharma, Vice President, Mitashi, said, "Origin Beanstalk had a very fresh approach. We liked their concepts which were unique, out of the box and also in sync with our marketing requirement. Also, the most important thing was their understanding of the market and our needs in general, which they addressed with great clarity. I am sure they will be a great team and will go a long way in establishing Mitashi as a strong consumer brand."

Elated by the win, Shom Mazumdar, Co-founder, Origin Beanstalk, explained that the agency had been assigned the creative duties of the entire existing product portfolio and would be involved in the future product launches as well. A campaign across mediums involving TV, print, and outdoor, while web is going to be launched soon.

Mitashi operates in the TV video games and consumer electronics segments.

The client portfolio for Origin Beanstalk includes Mid-Day, Nick TV, MTV Consumer Products, Hutchinson 3 Global Services, Sodexo, BASF, Edelweiss.in, Bestsellers 18, Jupiter Hospitals, Intercontinental, Four Points, China Gate group of restaurants, and MCHI, among others.

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