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# Origin Beanstalk wins creative duties of Mitashi

By Campaign India Team on Sep 30, 2010  
filed under Advertising, India

The account was won in a multi agency pitch



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## KEYWORDS

origin beanstalk, mitashi  
consumer electronics, ajay  
sharma, shom mazumdar,  
advertising

## AGENCY

origin beanstalk

## BRAND

Mitashi Consumer  
Electronics

## INDUSTRY

advertising

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Following a multi-agency pitch, Origin Beanstalk has won the creative mandate of Mitashi Consumer Electronics. Mitashi operates in the TV video game industry and in the consumer electronics segment.

Commenting on the win, Ajay Sharma, vice president - Mitashi, said, "Origin Beanstalk had a very fresh approach. We liked their concepts which were unique, out the box and also in sync with our marketing requirement. Also the most important thing was their undersanding 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."

Shom Mazumdar, co-founder Origin Beanstalk, added that the agency has been assigned the creative duties of all the existing product portfolio and will be involved in future product launches as well. A campaign across TV, print, outdoor and web will be launched soon.

Origin Beanstalk also handles the creative duties of 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, MCHI amongst others.

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