



Lowe Lintas India strengthens its clientele with 80 new clients

Lowe Lintas India has signed on 80 new clients in the first nine months of this year and the communication group hopes to cross the 100 mark for the year, within the next three months. The agency has won these businesses across the country - in both metros and non-metros; in advertising and in specialist communication fields like PR, healthcare, rural and design.

The wins for Lowe Lintas' advertising division include names like Suzlon, 3M, Tata Interactive, Birla Ultratech, Videocon D2H, GE Healthcare, UIDAI, Muthoot Pappachan Group and Expedia.

Its specialist PR division, LinOpinion's wins include businesses like Tourism Victoria, Starwood Hotels & Resorts, Samsonite and Times Now.

Lowe Lintas' specialist healthcare division, LinHealth's wins include Cadila Pharmaceuticals, Bayer Pharmaceuticals and Sun Pharma; its specialist rural communications division, LinTerland has been signed on by Johnson & Johnson and Nokia.

Speaking on this performance, Joseph George, chief executive officer, Lowe Lintas India said, "I personally believe that the tremendous equity that Lowe Lintas enjoys is under leveraged. Which is why, we set ourselves an aggressive growth target for 2011 and simultaneously went about putting in place an 'enabling eco system'. I am happy to say that the first 3 quarters have been spot on plan; with every win making everyone across levels and functions hungrier the subsequent quarter. What is equally gratifying is that we have been able to win businesses across not just diverse categories, but also across all our offerings – Lowe, LinOpinion, LinHealth, LinTerland, LinProductions, LinTeractive and dCell."