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## News

### Advertising & Account Movement

## Dentsu Communications bags creative duties for KEI

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Following a multi-agency pitch, KEI has awarded its creative and media duties to Dentsu Communications, Delhi. There were five agencies in the pitch called in June.

The development has been confirmed by Harish Arora, vice-president, Dentsu Communications, Delhi. Says Arora, "This is the first time KEI has decided to advertise. So far, KEI has had clients such as Tata Power and Suzlon, but now they are making a foray into the domestic market. Such, Dentsu Communications will help them push their brand amongst the masses."

# KEI

Wires and Cables

Says Gaurav Sahi, head of corporate communication at Dentsu, "We have been planning to come up with a comprehensive creative communication for our brand. With the selection of Dentsu, we have fulfilled our wish to have a full-service agency. Dentsu has provided us with the best of ideas to establish our brand and a commitment to provide us 360 degree service. The agency is expected to work both on corporate and individual products."

The media mix includes a corporate campaign in print and television. The size of the campaign is about Rs 5-7 crore.

KEI Industries is in the electrical power cable segment, manufacturing low tension power cables, instrumentation and elastomeric cables. With a heritage of excellence and skill, the company has established a strong presence in the domestic wiring segment with house wires and flexibles. Products currently offered include Homecab, Banfire, Conflame & Hor...

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