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## News



### Advertising & Account Movement

## Dentsu Communications bags creative duties for KEI

agencyfaqs! news bureau | agencyfaqs! | New Delhi, August 02, 2007

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 been catering to clients such as Tata Power and Suzlon, but now they are making a foray into the domestic market. As such, Dentsu Communications will help them push their brand amongst the masses."

Wires and Cables

Says Gaurav Sahi, head of corporate communications for KEI, "We have been planning to come up with a comprehensive media and creative communication for our brand. With the selection of Dentsu, we have fulfilled our wish to have a full-service agency. Dentsu came out with the best of ideas to establish our brand and a commitment to provide us 360 degree solutions. 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 business is about Rs 5-7 crore.

KEI Industries is in the electrical power cable segment, manufacturing low tension, high tension, instrumentation and elastomeric cables. With a heritage of excellence and skill, the company entered the domestic wiring segment with house wires and flexibles. Products currently offered have exclusive product liability insurance cover under the name of Homecab, Banfire, Conflame & Homesafe.

