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KEI Industries awards creative & media duties to Dentsu

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Televisionpoint.com Correspondent

In an multi-agency pitch, KEI Industries has awarded its creative and media duties to the Dentsu Communications, Delhi. The account size of the business, nor the names of the other agencies in the fray could be ascertained.

Gaurav Sahi, Head, Corporate Communications, KEI, said "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."

Sahi said, "Dentsu Communication 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."

Harish Arora, Vice-president, Dentsu Communications, Delhi, commented, "This is a challenging new category that needs to communicate hi-tech, while retaining hi-touch in its communication to consumers. We will work some really interesting creatives to help the brand."

KEI Industries is a player in the electrical power cable segment, manufacturing LT, HT, instrumentation and elastomeric cables since its inception. The company entered the domestic wiring segment with house-wires and flexibles. Products currently offered have product liability insurance cover and are available under the names of Homecab, Banfire, Conflame and Homesafe.

