



**Pratap Bose**  
Chief Operating Officer  
DDB Mudra Group

Pratap is the Chief Operating Officer of the DDB Mudra Group & a member of the operating board. Pratap joined DDB Mudra from Ogilvy & Mather in 2008, where he worked for 15 years in various capacities, and went on to become their youngest CEO in 2006.

He currently drives the vision and growth strategy for the DDB Mudra Group comprising of the 3 independent agencies, which are Mudra Advertising, DDB Mudra and DDB Mudra Max.

Pratap in his media capacity, is also the Chief Executive Officer of DDB Mudra Max and is responsible for the 17 specialist units which come under the Mudra Max Umbrella.

In the DDB Mudra Group, Pratap set up the Integrated Communications Planning platform and built the framework for what can truly be called India's finest integrated Engagement and Experiential Agency - DDB MudraMax.

Pratap has quite a few awards to his name. In 2000, he won the WPP Atticus Award. He has also partnered creative to win numerous international outdoor awards at Cannes, Clio, London International and the One Show Awards.

He was also instrumental in the 300+ award haul that made DDB MudraMax, the 'Campaign' Specialist agency of the Year for South Asia for the years 2010,2011 and 2012

Pratap is married with 2 children, and his ambition is to be a wildlife game warden in the Masai Mara when he retires.