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RMG appointed marketing communication agency for Phoenix Mills Ltd

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exchange4media, Mumbai Bureau

Following a multi-agency pitch, Phoenix Mills Limited has appointed JWT's direct response company RMG Connect as its marketing communication agency. The agency will need to develop the company's forthcoming national retail initiative, 'Market City'.

Confirming the developments, Nilesch Louzado, Head-Marcom of Market City Resources, Phoenix Mills Limited, said, "The nature of our business required an understanding of B2B and retail, and we found a good partner in RMG to support our plans."

Charulata Ravi Kumar, Managing Partner and National Head of Integrated Services, JWT, said, "This is a very exciting opportunity for us to work on such a spectacular plan, right from its early development to its final fruition. It's a project like never before and we will be drawing upon all our specialised skills in retail and B2B."

The first projects envisaged are in Mumbai, Bangalore, Pune and Chennai. Each of these would include offerings for serviced apartments, hotels, office complexes, entertainment centres, multiplexes and nightclubs, led by retail.

Phoenix Mills Limited is a retail-led mixed-format real estate development company. It initiated this concept at its property at High Street Phoenix in Mumbai, and it is now extending its presence in key metros and cities across the country through its 'Market City' brand.

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Televisionpoint.com
Wednesday, 2 January 2008

Phoenix Mills appoints RMG Connect as its marketing agency

Wednesday - Jan 02, 2008

Televisionpoint.com Correspondent | Mumbai

In a multi-agency pitch, Phoenix Mills has appointed RMG Connect, JWT's direct response company as its marketing communication agency. The agency will need to develop the company's forthcoming national retail initiative, 'Market City'.

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