

## Hakuhodo acquires shares in India's MA&TH Entertainment

Tokyo—January 12, 2023—Hakuhodo Inc., an integrated marketing and innovation company, is pleased to announce that it has acquired a majority stake in Indian independent brand agency group MA&TH Entertainment Network Private Limited (headquartered in Mumbai and led by CEO Amit Chandra), and has made it a consolidated subsidiary.

MA&TH is a brand agency group mainly serving clients involved in content creation in India, including film distributors, over-the-top (OTT) providers, producers, film production studios, broadcast companies and international brands. MA&TH's group companies include Marching Ants Advertising Pvt. Ltd. ("MA"), an independent brand agency founded in 2001, and Trigger Happy Entertainment Pvt. Ltd. ("TH") founded in 2007.

The strengths of MA include strategic planning, key visual development and activation, whereas TH enjoys a high reputation worldwide for its creativity in audio visual promotion, video production and digital activation. One of the leading entertainment marketing agencies in India, MA&TH is involved in marketing activities for most of the movies and OTT shows made in India. The company also has a track record of winning advertising awards both in India and internationally, including the Cannes Lions Awards.

Since merging into a single group, and a single office of MA&TH in 2019, MA and TH have been working synergistically as a one-stop shop to provide a wide variety of services for the fast-growing entertainment industry in India, ranging from marketing strategy building to creative and content production, digital media and digital activation.

MA&TH has been involved in many collaborative projects with the Hakuhodo Group's martech digital agency AdGlobal 360 and activation agency PMG, both based in New Delhi, India. By welcoming MA&TH as a Group member, we are well-placed to capture the growth of the Indian market, and register our presence in Mumbai. Furthermore, we will continue to focus on the Indian advertising market and aim to improve our ability to solve problems for Japanese and global clients.

Amit Chandra, Co-Founder and Chief Executive Officer of MA&TH, said:

"Over the years, we have always endeavored to be ahead of the curve and Hakuhodo's global leadership will help propel us into the next level of our journey. Hakuhodo's approach towards business, talent and creativity was something that really fit into our vision for growth—both for our people and our clients. Our focus will be to further consolidate our leadership position in India and the Asia-Pacific region."

Dhritish Ghoshal, Co-Founder and Chief Strategy Officer of MA&TH, said:

"We are delighted that MA&TH is now ready to step into an exciting phase of our growth by becoming a member of the Hakuhodo network. The access to Hakuhodo's huge pool of resources and knowledge centers—both in India and overseas—will allow us to engage even more meaningfully with our clients and to provide world class services and solutions."

Shuntaro Ito, Senior Corporate Officer, Hakuholdo, and President & CEO, Hakuholdo International, said: "With MA&TH joining the group, the Hakuholdo India Group will gain a presence in Mumbai, the capital of India's advertising industry, and be able to provide more Indian clients with effective and wide-ranging marketing solutions based on Hakuholdo's *Sei-katsu-sha* Insight philosophy. MA&TH, which provides unique services, will develop more comprehensive, seamless services by joining forces with AdGlobal360, which has strengths in marketing technology, and PMG, which has strengths in activation.

"Furthermore, I am confident that MA&TH will lead the growth of the Hakuholdo Group as a whole to the next level by collaborating with our offices beyond India, in Japan and Southeast Asia, especially in the entertainment business area. By welcoming MA&TH to our family, Hakuholdo India Group will accelerate its evolution and contribute to the growth of the Indian economy and the happiness of its people (*sei-katsu-sha*)."

### About MA&TH Entertainment Network Private Limited

Headquarters: Mumbai, India  
Established: 2022  
Chief Executive Officer: Amit Chandra  
Chief Strategy Officer: Dhritish Ghoshal  
Chief Creative Officer: Rajeev Chudasama  
Employees: 115  
Business: Brand agency (marketing strategy, campaign planning, key visual and trailer development, audio visual production, digital media, digital activation, social marketing, etc.)



From left (top row): Prashant Kaul (Managing Director South Asia, PMG), Rakesh Yadav (Chief Executive Officer, AdGlobal360), Jayanto Banerjee (Chief Operating Officer, Hakuholdo India), Ashish Goyal (Chief Financial Officer, MA&TH)

From left (bottom row): Rajeev Chudasama (Chief Creative Officer, MA&TH), Amit Chandra (Chief Executive Officer, MA&TH), Kosuke Kataoka (Chief Executive Officer, Hakuholdo India), Dhritish Ghoshal (Chief Strategy Officer, MA&TH)

## ■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, Hakuhodo is the world's second largest advertising agency according to *Ad Age's* "Agency Report 2022." The company is the core agency of the Hakuhodo DY Group.

*Sei-katsu-sha* insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: [www.hakuhodo-global.com](http://www.hakuhodo-global.com)

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Media contacts:  
Fran Miller and Shiho Takahashi  
Corporate Public Relations Division  
[koho.mail@hakuhodo.co.jp](mailto:koho.mail@hakuhodo.co.jp)