

Hakuhodo Group's AdGlobal360 acquires a majority stake in Indian independent integrated digital agency Auburn Digital Solutions Strengthens the Group's technology-led digital capabilities in India

Tokyo—July 3, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that it has acquired a majority stake in Auburn Digital Solutions Private Limited (Auburn), an independent integrated digital agency headquartered in Mumbai, India, through its wholly owned subsidiary AdGlobal360 India Private Limited (AGL).

The strategic partnership marks an important milestone in Hakuhodo's global digital growth strategy, strengthening its ability to deliver technology-enabled, data-driven marketing solutions to clients in India and other high-growth international markets.

Founded in 2013, Auburn has emerged as a leading independent digital marketing company in India, providing one-stop integrated solutions across performance marketing, digital media operations, SEO, social media marketing, creative production, and technology solutions.

India represents one of the world's fastest-growing digital economies, driven by increasing technology adoption, changing behavior among *sei-katsu-sha* (our term for the holistic person), and significant investments in digital transformation. Within this market environment, Auburn has built its unique digital response capabilities, supporting clients across India, UAE and Singapore to achieve measurable growth. By combining Hakuhodo's global marketing know-how based on *Sei-katsu-sha* Centric Mindset (people-first mindset), AGL's digital transformation expertise, and Auburn's regional digital capabilities, the partnership will comprehensively provide clients in these three markets with sophisticated capabilities, from data-driven marketing to technology-driven business solutions.

Ashish K Tripathi, Managing Director, Auburn Digital Solutions, said:

"Joining the Hakuhodo Group marks a defining milestone in Auburn's journey. Hakuhodo's global legacy, deep understanding of *sei-katsu-sha*, and commitment to innovation provide an exceptional foundation for our next phase of growth."

Harsh S Kedia, CEO, Auburn Digital Solutions, said:

"Digital transformation in the era of automation and AI will play a crucial role in future business growth plans for the organization. We aim to fulfill growing market demand with this handshake."

Akihiko Imai, Director & Senior Corporate Officer, Hakuhodo Inc., and President, Hakuhodo International, said:

"In India, a digital economy that is evolving at breakneck speed, Auburn has built a solid track record and a robust foundation. Their exceptional digital expertise and sharp insight into changing *sei-katsu-sha* behavior resonate deeply with the Hakuhodo Group's vision to be a *Sei-katsu-sha* Value Design Company. This strategic partnership marks the next stage in the evolution of our data-driven marketing. By integrating technology with a deep understanding of *sei-katsu-sha*, we are confident in our ability to provide new value and drive business growth for our clients in this market."

Overview of Auburn Digital Solutions

Name:	Auburn Digital Solutions Private Limited
Headquarters:	Mumbai, India
Established:	2013
Offices:	India, UAE, Singapore
Leadership:	Ashish K. Tripathi (Managing Director), Harsh S. Kedia (Chief Executive Officer), Kishore Babu Pendyala (Chief Operating Officer)
Employees:	Approx. 300 (as of April 2026)

Business content: An integrated digital marketing company that provides end-to-end digital solutions including performance marketing, digital media operations, SEO, social media marketing, creative production and technology solutions.



■ About Hakuhodo

Founded in Tokyo in 1895, Hakuhodo today is a leading global integrated marketing and innovation company. Through our network linking over 150 offices in around 20 countries and regions, we work in partnership with more than 3,000 clients. Some of our relationships have endured for over 60 years. The core agency of Hakuhodo DY Holdings, which is consistently ranked among the world's top 10 largest agency companies according to *Ad Age*, Hakuhodo leverages world-class research, big data and digital expertise to develop innovative creative solutions for each client we partner with.

Sei-katsu-sha Centric Mindset (people-first mindset) 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 are whole human beings, with their contradictions and inner conflicts—what we call "*sei-katsu-sha*." Hakuhodo introduced this way of thinking in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *Sei-katsu-sha* Centric Mindset 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.

To learn more, visit: www.hakuhodo-global.com

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