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Announcing the appointment of a
new CEO in a press release

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Agency Ogilvy Appoints Former President of Times Up Advertising as their new CEO

Devika Bulchandani looks to Ogilvy's future with hope

New Delhi, 10/8/2022 - Ogilvy, a renowned advertising, marketing, and public relations agency, is thrilled to announce the appointment of Devika Bulchandani as its new Chief Executive Officer of Ogilvy India, effective from 12/8/22. Devika brings with her an impressive track record, having previously served as the President of Times Up Advertising, a highly regarded advertising agency in India, for an illustrious 20-year tenure.

Devika's association with Ogilvy began last year when she joined the company, initially contributing to the success of its advertising unit. In her new role, Devika Bulchandani is poised to lead Ogilvy India in an ambitious expansion effort that encompasses all five of the agency's business units in the country, including advertising, PR, experience, health, growth, and innovation.

With a career spanning over two decades as the head of Times Up Advertising, Devika steered the agency to numerous industry accolades, including the prestigious 'Most Creatively Effective Agency In India' honor at the Effie Awards in 2019. She is also known for volunteering her time for community projects with the AD Club of India.

Commenting on her new role, Devika shared her excitement on LinkedIn, saying, "Quick Update, I will be taking the role of Chief Executive Officer for Ogilvy India - one of the most ambitious companies I've worked with. We have an amazing team here that is weaving magic, My goal is to help scale all the business units in India, 2022 will be a year filled with milestones."

About Ogilvy:

New York City-based Ogilvy is a leading advertising, marketing, and public relations agency. Founded by Edmund Mather in 1850 in London, the agency merged with a New York City agency in 1964 which was founded by David Ogilvy. After merging the firm became known as Ogilvy and Mather and is now a part of the WPP group. The six key areas of its operations are — brand strategy, advertising, customer engagement, public relations, digital transformation, and partnerships.

Learn more about Ogilvy at <https://www.ogilvy.com/>.

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