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## **Beanstalk Grows In India Together With Wild East Group**

*Leading brand licensing agency expands its reach through new strategic partnership*

**London, March xx 2014** – Leading global brand extension agency and consultancy, Beanstalk, announced today that it is further expanding its territorial reach through a strategic partnership with prominent Indian brand licensing agency, Wild East Group. The Mumbai-based brand extension experts will work with Beanstalk in developing local properties, while also bringing existing Beanstalk clients to the region. The collaboration further adds to Beanstalk's ever-growing geographic presence, taking advantage of India's trajectory to become the world's largest consumer market by 2030<sup>1</sup>.

Lisa Reiner, Managing Director of Beanstalk Europe and Asia Pacific, comments, "The Wild East Group has longstanding experience with brand extensions in India, one of the most compelling retail growth areas in the world. Our partnership is a logical next step in Beanstalk's expansion strategy. We look forward to broadening our presence in the region and are confident that Wild East Group's expertise will help us identify local properties while also extending the reach of our current clients in the territory."

Sid Shah, President of The Wild East Group, says, "This is an exciting time for us in India. The partnership with Beanstalk is a signal to the market that India is out of the nascent phase of growth in the brand extension and licensing space. Globally, Beanstalk is the benchmark in brand licensing and extensions. We look forward to leverage our alliance to build upon our existing position in India with global clients that are looking to take advantage of the massive consumer opportunity."

### **About Beanstalk**

Beanstalk, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. The company works with corporate brands, celebrities, entertainment properties, and other high-profile clients to leverage licensing as a strategic tool to enhance brand awareness, increase consumer touch-points, and generate revenue. Beanstalk also offers a breadth of additional licensing services including direct-to-retail program management, license acquisition for manufacturers and royalty auditing. The company is headquartered in New York, with offices in London, Los Angeles, Miami, and Hong Kong, and affiliates throughout the world. For more information, please visit [www.beanstalk.com](http://www.beanstalk.com). Beanstalk is a part of Diversified Agency Services, a division of Omnicom Group Inc.

### **About Diversified Agency Services**

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

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<sup>1</sup> *Indian Consumer Market*. IBEF Indian Brand Equity Foundation. December, 2013. <<http://www.ibef.org/industry/indian-consumer-market.aspx>>

**About Wild East Group**

The Wild East Group, a business and brand development agency focused on the Indian market, builds new businesses for the most forward thinking brands. The company works with brands such as Hrithik Roshan, Yash Raj Films, Kolkata Knight Riders, Playboy, Paul Frank and other brands and uses different vehicles such as brand extensions, licensing, equity deals, and joint ventures to create new revenue streams for their clients. The company is headquartered in Mumbai, India with an office in New Delhi, India. For more information, please visit [www.wildeastgroup.com](http://www.wildeastgroup.com).