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Taproot India and Dentsu Announce Plans to Forge an Alliance of Strength

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has entered into an agreement with Mumbai-based Indian advertising agency Taproot India Communication Private Limited (Co-Founders: Agnello Dias and Santosh Padhi; Headquarters: Mumbai; hereinafter 'Taproot') for the acquisition of a 51% stake by Dentsu in Taproot.

Partnering with Dentsu will enable Taproot India to offer a more comprehensive bouquet of services to their clients and across larger market geographies. Taproot India, now a part of the Dentsu Network, will continue to operate independently under the management control of its current leadership.

Founded in 2009, Taproot India today has an impressive roster of blue-chip clients and an unparalleled reputation for cutting-edge creative capability. The brainchild of co-founders Agnello Dias and Santosh Padhi, Taproot India has, within a short span of three years, emerged as one of the Cannes Lions top 20 independent agencies in the world.

Rohit Ohri, Executive Chairman, Dentsu India Group, said, "Taproot has, very quickly, become one of the most respected communication agencies in India. In fact, Aggie and Paddy are globally recognized and celebrated creative talents. We are delighted that they have chosen to partner with Dentsu. This alliance will give a significant fillip to our growth plans for India. Our collective vision is not to be the biggest but to be the best in the industry."

On how this acquisition impacts Taproot, Rohit added, "Taproot's everyday operations and management will remain unchanged. We will ensure that Taproot's independent spirit and fiercely creative culture stays intact. It will just have a lot more firepower added through integrated communication execution capability and an all-India network."

Agnello Dias, Co-Founder and Chief Creative Officer, Taproot India said, "While we are doing alright on the creative front, we felt that we needed to add a bit more logistical and service

capabilities across markets. With Dentsu as our partner we feel we can scale up several areas of our operations very quickly without losing what has been working for us so far.”

Santosh Padhi, Co-Founder and Chief Creative Officer, Taproot India added, “Most importantly, we are assured that this alliance will be mutually beneficial to Taproot India and also to each one of its employees going forward, without changing our creative offering or the nature of the relationships we share with all our clients.”

Taproot India brings to Dentsu 33 full-time employees and a roster of clients that includes PepsiCo, Airtel, The Times of India, Polycab, Marico, Karbonn Mobiles, Myntra.com, Mumbai Mirror, Nirma, DSP BlackRock Mutual Fund, UTV Bindass, and UTV Stars among others.

A wholly owned subsidiary of Dentsu Inc., Tokyo, the Dentsu India Group comprises three standalone full-service advertising agencies—Dentsu Communications, Dentsu Marcom and Dentsu Creative Impact—as well as Dentsu Media and Dentsu Digital.

The Dentsu India Group, a part of the global Dentsu Network, is now fully geared to usher into India ‘The Dentsu Way’ through the delivery of not just creative and effective integrated communication solutions but also world-class service quality which is a hallmark of Dentsu the world over.

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