



Industry Updates

C Com Digital secures integrated digital mandate for Onco-Life Hospitals

The agency will be responsible for shaping the digital strategy, including communication architecture, website experience, and social media engagement.

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C Com Digital has been awarded the integrated digital mandate for Onco-Life Cancer Centre (Onco-Life Hospitals). The agency will be responsible for shaping the digital strategy, including communication architecture, website experience, and social media engagement.

Its mandate is to create the hospital group's brand and communication, design a multilingual (English and Marathi) website with a user experience, and carry out social media strategies that include reels, campaigns and digital outreach. According to the agency, the program's goal is to raise awareness, create trust, and make cancer education and services more accessible in areas of Maharashtra that don't have enough of them.

Chandan Bagwe, the founder and director of C Com Digital, said, "We see this mandate as a way to change digital healthcare. Onco-Life is an oncology leader, allowing us to combine storytelling, technology, and design. We need to create a digital ecosystem that embodies Onco-Life's values of care, cure, and comfort, and that also allows for conversations that raise awareness and encourage early action. C Com Digital wants to make oncology communication in Maharashtra more inclusive and effective by combining brand architecture, social media storytelling, and patient-first online experiences. We are on the right track with Onco-Life because we make technology more human. This is the future of healthcare communication."

Speaking on the collaboration, Sachin Deshmukh, Managing Director of Onco-Life Hospitals, added, "Oncology is not just about cutting-edge technology; it's also about trust and getting the right information on time. Patients today check out internet platforms before they even go to the hospital. Working with C Com Digital lets us reach them where they are, with honest, easy-to-understand, and caring communication. We see this as a chance to make cancer care less mysterious, raise awareness about early detection, and build a support network for patients and their families. Digital technology is essential to healthcare delivery in a time when information can help people make decisions about their treatment."

C Com Hospital digital mandate

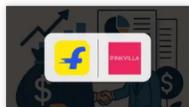
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As a part of the collaboration, the advertising group is expected to lead the end-to-end communications strategy through a unified, multi-agency approach.

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Dentsu has been appointed as the integrated agency partner for Creative, Media, and PR for Papa Johns India. The mandate was followed by a competitive multi-agency pitch.

As a part of the collaboration, the advertising group is expected to lead the end-to-end communications strategy through a unified, multi-agency approach.

Dentsu Creative Webchutney will lead the creative strategy, brand identity, and campaign development; iProspect will drive a digital-first media strategy and performance marketing;

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Loca Loka appoints Rohit Srinivasan as Head of Marketing

In his new role, Srinivasan will be responsible for shaping the company's marketing roadmap, strengthening its brand identity, and driving campaigns to expand its global presence.

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Loca Loka, the India-based alcoholic beverage company, has appointed Rohit Srinivasan as Head of Marketing.

Srinivasan has over a decade of experience in leading campaigns and brand-building initiatives for consumer companies. In his new role, he is expected to be responsible for defining the company's marketing roadmap, strengthening its brand identity, and overseeing campaigns aimed at expanding its global presence.

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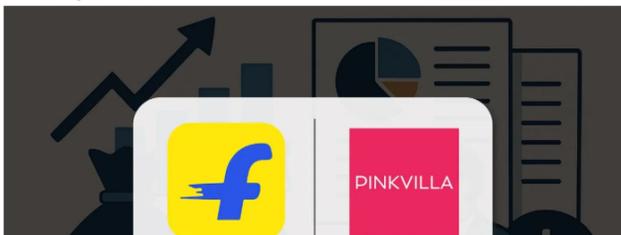
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The acquisition deal has been finalised and is subject to customary closing conditions. The companies expect to close the transaction shortly.

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Flipkart, an e-commerce marketplace, announced the acquisition of a majority stake in Pinkvilla India Private Limited, a digital infotainment platform, on Tuesday, September 2.

This acquisition is aimed at expanding the company's content footprint by leveraging the platform's brand and the majority of the Gen Z audience.

Speaking on the acquisition by the company, [Ravi Iyer](#), Senior Vice President, Corporate, Flipkart, commented, "Our acquisition of a majority stake in Pinkvilla is a critical step in our

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UNFPA India announces Kriti Sanon as honorary ambassador for gender equality

The announcement was made at an event in Mumbai. In her new role, Sanon is expected to advocate for the rights and well-being of women and girls.



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