



Dainik Bhaskar's Second Edition Of Mosaic – India's Best in Print Launched At Goafest

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On April 5th, Goafest 2013 witnessed the unveiling of Mosaic 2012 - a compendium of outstanding print ads from leading Indian agencies. The book was unveiled by Prasoon Joshi, McCannWorld Group; Partha Sinha, BBH India; Monica Tata, Hon'bl Secretary, IAA; Vikram Sakhuja, Maxus Global; Anupriya Acharya, Mindshare Fulcrum; Sundar Swamy, RK Swamy and witnessed a gathering of industry stalwarts like Sashi Sinha, Nakul Chopra, Jishnu Sen, Alok Lal, Sanjay Naik, Bobby Pawar, Sam Balsara, Sundar Swamy, KV Sridhar among others at IAA debates that was sponsored by Dainik Bhaskar Group.

Indian creativity and advertising has been setting higher standards with each passing year. Launched by Dainik Bhaskar Group, Mosaic acknowledges and reflects such creative ingenuity.

Through this initiative, Dainik Bhaskar Group lends recognition to and establishes a platform for creative agencies to showcase their best print work. Grander than its previous edition, Mosaic 2012 features 121 print campaigns across 105 brands from 31 top agencies. Making this book even more special is the additional inclusion of select regional print work and the personal favourites section wherein industry experts offer their insight on what makes a print ad work.

Commenting on this endeavour, **Sanjeev Kotnala, Vice President, Dainik Bhaskar Group** said, "The response we received for the 2nd edition of Mosaic was overwhelming and it was a difficult task to adhere to our constraints with respect to the number of campaigns per agency. Indian print creativity has observed a spectacular explosion in recent times leading to a distinctive, bold and eye-popping body of work as diverse as the country itself. Mosaic 2012 captures this diversity and pins Indian print creativity on the world map. We aim to make Mosaic the reference point for the entire creative fraternity showcasing the best ideas across all areas of exploration and technique that shapes this industry."

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