GroupM Launches In Sri Lanka



WPP’s consolidated media investment and management operation GroupM was formally launched in Sri Lanka together with Maxus, another GroupM Agency. The scale advantages that GroupM expects to bring into Sri Lanka extend from trading consolidation beneï¬ts including improved accountability and inventory trading models, measurement systems and processes and seamless integrated planning capability across digital, activation, content and regular media. Till now GroupM was present through Mindshare, a division of JWT which will not be part of GroupM. Additionally, the launch of Maxus was announced.

“It is a great pleasure and honour to be launching in Sri Lanka a country poised for growth” said Vikram Sakhuja – Chief Executive Ofi¬cer, GroupM, South Asia. “People quite often don’t have the management will to make those investments better when support is few, but when we can right now leverage the beneï¬ts across four agencies, we’d be fools not to do it.”

All of GroupM’s agencies are independent global operations in their own right. GroupM will act as the central buying point for WPP media agencies as well as a parent and collaborator in uplifting the performance of activities taken by its local ofi¬ces in all its business critical capabilities.

“There is no doubt that the introduction of GroupM will greatly strengthen our position in the industry and equip us today to effectively drive the integration of all

media channels especially with the growing interest of digital as a future trend” said Sabry Haniz, Leader – Mindshare Sri Lanka.