



PRESS RELEASE

Paris, September 17, 2019

HAVAS GROUP PURSUES ITS EXPANSION IN INDIA WITH ITS SECOND DIGITAL ACQUISITION THIS YEAR: LANGOOR

Havas Group today announced the acquisition of one of India's leading independent agencies – Langoor. A full-service digital agency led and driven by creative technologists, Langoor has grown steadily since being founded in 2010, and is now present across India, the Middle East and Australia.

Its team of 170 specialists provide meaningful digital experiences and connections to MNCs, local brands and start-ups across strategy, online marketing, website planning and development, data analytics, marketing automation, e-commerce and SEO.

Langoor will be rebranded as Langoor Havas and be led by its co-founder – Venugopal Ganganna – who will take on the newly-created position of Chief Digital Officer, Havas Group India, reporting to Rana Barua – Group CEO, Havas Group India.

Langoor Havas will have three key focus areas – health, business and vernacular – and will expand their services to markets outside of India in the coming months.

Yannick Bolloré, Chairman and CEO Havas Group comments: *“Digital business is booming in India and bringing Langoor on board is an important new step to further strengthening our digital skills locally. Through their unique blend of data, creativity and technology, Langoor enables brands to engage their customers meaningfully and drive growth. Earlier this year, we acquired the leader in user experience and digital design in India, Think Design, making Langoor our second acquisition in the country in 2019. The combined expertise of Think Design and Langoor boost Havas’ digital offer in one of the world’s fastest growing ad markets. India continues to be a priority for the Group, we aim to triple our presence there by the end of 2019 and have put in place a solid new management team to lead this expansion.”*

Vishnu Mohan, Chairman & CEO, Havas Group India & South East Asia adds: *“In the current, rapidly changing marketing landscape, a technology-based solution needs to be intuitive, interactive and extremely customer-centric. Langoor has emerged as an unmissable player in the digital transformation space in India due to its ability to*

deliver outstanding, innovative results, leveraging creativity and technology. The acquisition will reinforce our integrated offering and digital expertise in India and complement our existing capabilities. I am delighted to welcome Langoor to the Havas family.”

*“We pride ourselves in having created an agency focused on digital brand thinking – which is the future. The integration within Havas Group will add scale to the depth of our services and help us to grow even further. This acquisition is an incredible opportunity for Langoor and the team and we are excited to be part of this new journey towards further success,” said **Ruchir Punjabi & Venu Ganganna**, co-founders of Langoor in a joint statement.*

About Havas Group

Havas is one of the world’s largest global communications groups. Founded in 1835 in Paris, the Group employs 20,000 people in more than 100 countries and operates through its three business units covering all communication activities. Havas Group integrated Vivendi in December 2017. Havas Group’s mission is to make a meaningful difference to brands, businesses and people. To better anticipate client needs, Havas has adopted a fully integrated model through its 60 Havas Villages around the world. In these Villages, creative, media and healthcare & wellness teams work together, ensuring agility and a seamless experience for clients. Further information about Havas Group is available on the company’s website: havasgroup.com

#MeaningfulDifference

About Langoor

Langoor is a digital transformation agency made of Creative technologists. We are challenging/changing the way marketers approach digital disruption. Going beyond the elementary impact of digital we look at customer journeys in the digital domains and focus our action based on insights of consumer digital behavior and contextualize marketing strategies. We empower Brands into A Brave New Digital Marketing Era. BEYOND Social. Search. Stories with our expertise in Data. Technology. Strategic Thinking. Creative Edge.

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