

DEBDATTA BAJPAL

Group Creative Director

15 years of crafting iconic Indian advertising campaigns

Portfolio: <https://www.debdattabajpai.com/>

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ABOUT ME

I am driven by an insatiable passion to transform the world with innovative problem-solving. For me, marketing and advertising are powerful tools for change. Using these, I craft compelling narratives that inspire, educate, and empower. With creativity, strategic thinking, and a dash of entrepreneurial spirit, I am committed to making a meaningful impact in business. By merging art, science, and social conscience, I aim to leave a lasting legacy that resonates with people and shapes the future.

AWARDS

Effies Gold
Print and Outdoor
Undumb India Campaign
The Hindu



Mommies Silver
Social Campaign
#LetsGetIndiaTicking
Titan Watches



Sammie Gold
Social Media
Tanishq Wali Diwali
Tanishq



Gold
India TV Presents
Great Lifestyle Brands
Social Media
Tanishq Wali Diwali
Tanishq



SKILLS

Copy



Client Relations



Digital Ideas



Problem Solving



Films



Team Management



EDUCATION

2011
MS in Communication with
specialization in Advertising
and Film-Making
Christ University, India

2008
BA with triple majors in
English, Psychology and
Journalism
Bangalore University, India

EXPERIENCE

2025- **.Monks - Group Creative Director**
Now Leading Bangalore's Creative decisions.

2024- **Founder and Brand Head, Miphoria**
2025 Founding and leading marketing, advertising and
branding decisions for Miphoria, an affordable luxury
brand.

2023- **FCB Kinnect - Senior Creative Director**
2024 Key accounts: Intel, Zoya Jewels, TVS Raider

2022- **Lowe Lintas - Creative Director**
2023 Key accounts: Britannia 5050, TVS Sports

2019- **22 Feet Tribal Worldwide, DDB - Group Creative Partner**
2022 Key Accounts: Tanishq, Titan Watches, Zoya Jewels, Xiaomi TV,
Signature Whiskey, TVS Jupiter, Exxon Mobil, Titan Corporate

2015- **McCann World Group - Associate Creative Director**
2018 Key Accounts: Britannia Good Day, Britannia Bourbon, Aashirvaad Atta,
Aashirvaad Spices

2011- **Ogilvy - Intern and Copywriter**
2015 Key accounts: Fortune Cooking Oil, Yippee Noodles, Haywards
Beer, Bingo Potato Chips, Titan Raga