



Jack in the Box Worldwide appoints Kaizad Pardiwalla as President

Mumbai, 07 December 2016: Integrated communications agency, **Jack in the Box Worldwide**, a part of The 120 Media Collective, has appointed **Kaizad Pardiwalla** as **President**, with the aim to lead its ambitious growth strategy. Kaizad, who joins from Orchard Advertising, where he was Chief Operating Officer, will report to Roopak Saluja, Founder & Chief Executive Officer, The 120 Media Collective.

A 360-degree marketer with rich experience in the advertising and digital communications space, Kaizad brings to the table a vast repertoire of advertising knowledge and adds strong agency-scaling experience that will be instrumental in Jack in the Box's growth strategy. Apart from growth and new business acquisition, his key responsibilities will include managing existing clients and ensuring seamless operations and delivery across the agency. As a key member of The 120 Media Collective's management team, Kaizad joins at a juncture where his role will be crucial in the company's quest to be South & South-East Asia's premier communications and content company.

An industry veteran, Kaizad started his career with Lowe Lintas and went on to hold leadership positions with Ogilvy & Mather, where he was National Head of OgilvyOne India, before joining Grey as Branch Head - Mumbai and subsequently moving to Orchard. In his career spanning over two decades, Kaizad has worked with brands such as Amazon, Wipro, Viacom 18, American Express, Cadbury, CISCO, Unilever, The Economist, Fiat, Ferrero and Vodafone, amongst others.

Commenting on Kaizad's appointment, **Roopak Saluja, Founder & Chief Executive Officer, The 120 Media Collective**, said, "As Jack in the Box enters its next phase of growth as an integrated communications agency for the digital era, there's a vital need for leadership with experience and stature; someone who can marshal all that we have at our disposal and beyond in terms of talent and technology to provide real business impact for our clients. Kaizad belongs to a rare breed of professionals, who couple a proven track record with the agility that's integral to success in our business today and tomorrow. And I'm super excited to have him as a key partner in The 120 Media Collective's quest for impact across the South/South-East Asia region."

On his new appointment, **Kaizad** said, "Today digital has become crucial for every brand to stay relevant. Jack in the Box Worldwide, with its digital first approach is a leader when it comes to assisting brands strike a chord with their target audience. I'm really excited to lead this extremely creative and talented team at Jack in the Box. We are here to provide business solutions for brands backed by strong ideas and insights into consumer behaviour. The vision is to create path breaking ideas that are media agnostic and which deliver results for our clients in the marketplace. With content and platforms coming into their own, these are very exciting times for us at JITB and there will be a lot to watch out for!"

About Jack in the Box Worldwide:

Founded in 2009, Jack in the Box Worldwide is a media-agnostic integrated communications company with digital at its core. With offices in Mumbai and Delhi, the client roster includes Unilever's BeBEAUTIFUL, Pond's Men and Vaseline; Aditya Birla Group's Louis Philippe and TheLabel.in and Allen Solly; Reckitt Benckiser's Airwick, The Gateway - Hotels & Resorts among others and Britannia's projects for Good Day, Pure Magic and IPL. A pioneer in Content Marketing and Branded Content, Jack in the Box is one of South Asia's most heavily awarded digital communications entities.

More at www.jackintheboxww.com | Twitter: [@JackintheBoxWW](https://twitter.com/JackintheBoxWW) | Facebook.com/JackintheBoxWW

About The 120 Media Collective:

The 120 Media Collective is a digitally-inclined company that creates produces, distributes, monetizes, creates engagement around and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the company comprises subsidiary brands, Jack in the Box Worldwide, one of South Asia's leading agency brands in the digital space; Bang Bang Films, South Asia's largest commercials production company and Sniper that aims to redefine commercials and content production in the digital age. With the highest level of credibility and relationships with brands and superlative multi-platform content creation capabilities, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com | Twitter: [@The120MC](https://twitter.com/The120MC) | Facebook.com/The120MediaCollective

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