



Press and Corporate Affairs

Media Information

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BMW Motorrad appoints DigitalF5 as its creative marketing agency in India.

DigitalF5 to work on complete creative mandate for BMW Motorrad in India.

Gurugram. BMW Motorrad has appointed DigitalF5 to manage its complete creative mandate. DigitalF5 will manage creative, internet, social content and digital media buying. The account will be serviced from DigitalF5's Delhi office.

Mr. Vikram Pawah, President, BMW Group India, said, "The entire BMW brand is emotionally charged by the flair of BMW Motorrad. Today, BMW Motorrad has already become the most anticipated and exhilarating brand to enter India. We see tremendous potential in this country and we are pleased to work with DigitalF5 to build unique brand identity with creative initiatives and innovative ideas."

Mr. Barin Mukherjee, Co-Founder and CEO, DigitalF5 said, "The DigitalF5 team is delighted to have been appointed following, what is probably, the most prestigious pitch of the year for us. We are incredibly excited and look forward to work on new opportunities with BMW Motorrad in India and trigger a new era of motorcycling which expresses a certain lifestyle and manifests the motto 'Make Life a Ride'."

BMW Motorrad officially started its operations as a part of the Indian subsidiary of BMW Group in 2017. Earlier, BMW Motorrad was operating in India with importers who had sales outlets in Mumbai and New Delhi. Presently, BMW Motorrad is in the process of setting up the team and dealer network in India. In the initial phase, BMW Motorrad has set up dealerships in Ahmedabad, Bangalore, Mumbai and Pune. BMW Motorrad dealerships in India will display BMW S 1000 RR, BMW R 1200 RS, BMW R 1200 RT, BMW K 1600 GTL, BMW R 1200 R, BMW S 1000 R, BMW R NineT, BMW R NineT Scrambler, BMW R 1200 G S Adventure, BMW R 1200 GS, BMW S 1000 XR which are available as Completely Built-up Units (CBU).

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A BMW Group Company
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