HiveMinds Secures Integrated Digital Mandate for Dr. Reddy's -Select OTC and Nutrition Brands

Mumbai, May 15, 2026: HiveMinds, a part of the Madison Group, has secured the integrated digital marketing mandate for Dr. Reddy's Laboratories (Dr. Reddy's), a leading global pharmaceutical company. The mandate is aimed at strengthening digital presence, accelerating e-commerce growth, and enhancing consumer engagement across channels for Dr. Reddy's select over-the-counter (OTC) and nutrition brands. As part of the mandate, HiveMinds will provide an integrated digital strategy, including full-funnel e-commerce management across channels and creative services to drive impactful consumer experiences.

The mandate will be managed by HiveMinds Mumbai team, with a focus on optimising the consumer journey, improving performance metrics, and delivering data-driven, high-impact creative solutions.

Deepti Bhaduria, CEO of HiveMinds, said, "Health and wellness is a very interesting space for digital today, and Dr. Reddy's has already built strong consumer relevance across categories. We're excited to partner with them at this stage of their growth journey. With our strength in commerce, creative and experimentation, we believe we can help scale customer acquisition meaningfully and build a strong digital engine for the brand."

About HiveMinds

HiveMinds is a Bengaluru-based, full-service digital marketing agency and consultancy specializing in performance marketing, display advertising, e-commerce, and programmatic buying. The company manages digital strategies for leading brands such as Domino's, Tanishq, Axis MaxLife Insurance, BigBasket, Jio Finance Ltd,Tata CLiQ Luxury as well as e-commerce mandates for companies like Crompton, Haleon, Samsonite, Boat, Sugar Cosmetics, Revlon and many more.

HiveMinds leverages cutting-edge technology, proprietary tools, and advanced data analytics methodologies to deliver exceptional results and drive measurable success for its clients. HiveMinds is a part of Madison World, which, through its 11 companies, served as many as 500 advertisers last year.

To know more: https://www.hiveminds.in/

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