

**PROFILE****TARO MUTO**  
**Managing Director**  
**Hakuhodo Percept Pvt. Ltd.**

Taro Muto, a graduate from Waseda University, comes with a rich experience of 25 years in the Advertising industry.

He began his career with Hakuhodo Inc., Japan, in April 1991 and was later responsible to manage the Hakuhodo overseas subsidiaries in the International Operation Strategy & Management Division. He became the Managing Director of Hakuhodo Percept, India in March 2013.

His expertise in the advertising industry gave him the opportunity to handle a wide spectrum of accounts in diverse categories ranging from FMCG, Home Appliance, Automobiles and 2 Wheelers, Retail, Finance, Political Party (LPD), Medical & Pharmaceuticals, and many more. Some of the best known brands he has worked upon includes Nisshin, Mars, SONY, Suzuki, Nissan, Takeda, Aeon and Visa. While working with a wide variety of clients in various industries, Taro has also developed an expertise of Integrated Marketing Communication (IMC) which is a tremendous value add for the organization.

Taro likes watching classical movies and reading novels in his leisure hours.

**Taro Muto is the Managing Director, Hakuhodo Percept Pvt. Ltd.**