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Rediffusion-Y&R gets new NCD

By [afaqs! news bureau](#), [afaqs!](#), New Delhi,
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Komal Bedi Sohal will head the national creative function of the agency.

Rediffusion-Y&R has roped in Komal Bedi Sohal for the role of national creative director. She will be based in Mumbai and preside over the role vacated by N Padmakumar (aka Paddy) in November, last year. For the agency, this is the second major international hire after the appointment of Sam Ahmed as chief creative officer and vice-chairman. According to the agency, Sohal's first agenda is to attend the jury panel of Ad Fest 2013.



Komal Bedi Sohal

Ranked No. 2 in "The Top Art Directors in the World" by The Big Won Creative Ranking 2011, Sohal has managed to stay in the top 10 for the last five years.

Sohal joins Rediffusion-Y&R from Dubai-based Lowe Middle East and North Africa office, where she was executive creative director. She has 19 years of experience and began her career in advertising at Trikaya Grey, New Delhi in 1993. After three years, she moved to Enterprise, New Delhi and has worked with Euro RSCG, Kolkata and Quadrant, Lowe, Mumbai.

She has spent the past 11 years in Dubai, where she was with Y&R Dubai as executive creative director for eight years before joining Lowe.

"It's homecoming in more ways than one. Both the city and the agency have a special place in my heart. I am eager to get started right away. We are going to create ideas that are

impactful, iconic and executed beautifully," Sohal says.

Sam Ahmed, chief creative officer and vice-chairman, Rediffusion-Y&R, says, "Komal and I have worked together for several years. She is a fierce and passionate leader. The craft and finesse she brings into her work is incomparable and world class. She is a school of art direction. This will be good for our industry at large as we can all learn from her craft and execution skills."

Some of the brands Sohal has worked on include Harvey Nichols, Land Rover, LG, Citibank, Colgate, Virgin Atlantic, Axe deodorants and Microsoft Xbox. Her numerous international awards range from Grand Prix gold, silver and bronzes to The ANDYS, Art Director's Club, Clio, Dubai Lynx, Mena Cristal Awards, London International Awards, New York Festivals, EPICA, and Loeries. Her work has been featured in the annual D&AD publication, Communication Arts and Luerzer's Archive.

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