

Headline	Accenture marks Southeast Asia foray with acquisition of KL-based Entropia		
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KUALA LUMPUR (June 3): Consulting and processing services provider Accenture has acquired Kuala Lumpur-based Entropia, marking its very first acquisition in Southeast Asia.

In a statement today, Irish-domiciled and New York Stock Exchange-listed Accenture said Entropia will complement and expand Accenture Interactive's unique position in the market for experience-led transformation services.

It added that Entropia is a one of the fastest-growing international agencies, being a media and advertising company with blue-chip clients such as BMW, Nespresso, KFC, **Tenaga Nasional Bhd (TNB)**, Telekom Malaysia Bhd (TM) and Lazada under its belt.

Accenture Southeast Asia market unit lead Divyesh Vithlani said the acquisition expands the group's digital capabilities to meet growing demands of its clients as growth of the digital economy across Southeast Asia had triggered massive disruptions.

Entropia founder and senior partner Prashant Kumar said it is the perfect time to join hands with Accenture Interactive and raise the bar in transforming data-driven marketing for businesses.

"I am thrilled to have both organisations come together and expand the canvas for our people, clients and their customers," he said.

Meanwhile, Accenture Interactive president for growth markets Flaviano Faleiro said the acquisition of Entropia lets the firm lean further into its global vision to

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BY LYNETTE HEW
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Accenture Malaysia country managing director Azwan Baharuddin (left) and Prashant Kumar. The latter says it is the perfect time to join hands with Accenture Interactive and raise the bar in transforming data-driven marketing for businesses.

take experiences to the next level.

"It also helps us deliver on our growth ambitions for our people, clients and the industry across the Asia-Pacific region," he said.