

Havas acquires health agency Sorento

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Global communications agency Havas Group has acquired Indian healthcare advertising agency Sorento for an undisclosed sum. Sorento will partner with 'Havas Health and You' business unit and be rebranded Havas Life Sorento.

Havas Health and You is the consumer healthcare division of the group. Currently, Sorento has clients including Abbott, Johnson & Johnson, Alkem, Dr Reddy's, Glenmark and Torrent, among others.

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The co-founders and managing partners of Sorento, Susan Josi and Sangeeta Barde, will retain their roles and head the 70-person team. They will both report to Charles Houdoux, CEO, Havas Health & You Apac.