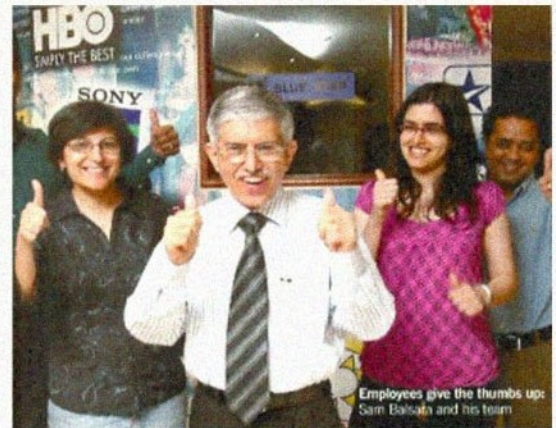


# MADISON WORLD MAKES IT TO BUSINESS TODAY'S LIST OF

# COOL COMPANIES

**business today**  
FOR MANAGING TOMORROW

PLUS  
**COOL  
COMPANIES**  
2009



Employees give the thumbs up to Sam Balsara and his team

## Fun-and work too!

**S**ELL OUT TO A FOREIGN PARTNER?

What better way to kill such rumours than buying another agency. Last year, Sam Balsara and his home-grown agency, Madison World, took everyone by surprise when it picked up a 51 per cent stake in WPP's media agency, Mediacom. Today, with media billings in excess of Rs. 2,300 crore, Madison World is now second only to Group M agencies put together, and one of the fastest growing in India, with an annual rate of around 25 per cent. Its clients include P&G Gillette, Coca-Cola, Airtel, Godrej, Marico, TVS, Cadbury, GM, Levis and Indian Oil Corp. But while they work hard, they also have fun. Balsara admits that the fun thing became big ever since he decided to make Madison an employer of choice. Plus, the focus was never on growth or money. "All I always wanted was to do a good job for the clients ... We look upon money and growth as by-products of our delivery to our existing clients," he says. So, Madison is big on strategy sessions to discuss how to make the client's business grow. None on growing Madison!

### Madison World

Founded in 1988  
FOUNDER Sam Balsara  
MAIN BUSINESS  
Media buying and planning  
REVENUE  
Over Rs 2,300 crore of  
media billings

#### WHY IT IS COOL

Works hard to deliver client objectives and is the only Indian agency to pick up a majority stake in a foreign media agency

ANUSHA SUBRAMANIAN

- Madison World featured along with 6 other Large Cool Companies
- Madison World is the only Communications Company to be featured in this list