

PRESS RELEASE

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Madison Media appoints Amit Duggal as Director Digital

Mumbai, December 24, 2012: Madison Media has just announced the appointment of Amit Duggal as Digital Director to head its Delhi and Kolkata Digital business. Amit joins Madison from Mindshare. Amit will report to V Achuthan Kutty, overall Digital head of Madison.

Amit has about 10 years of experience in advertising and digital, having worked with agencies like Indiatimes.com, Yatra online, Travelguru.com, Geodesic, Attano.com on the digital side and Redifussion DY&R, Leo Burnett and Percept on the agency side. His last position was with Mindshare where he was Partner Invention, leading the Digital practice for Pepsico.

Says **Mr. Gautam Kiyawat, Group CEO, Madison Media**, *“We are delighted to have Amit lead our team in Delhi and are confident that he will be able to add a lot of value to our digital clients and help them make Digital a significant driver of their business and also win new business”.*

Says **Mr. Amit Duggal, on his joining Madison**, *“I am excited with this new opportunity and looking forward to contribute to an impressive roster of clients that Madison has.”*

Over the years, Madison has strengthened its digital capability and now offers a whole range of Digital services to its clients. Madison Media recently won a Yahoo Big Idea Chair for its campaign on airtel, *Har ek Friend Zarori Hai*. At the Emvies

Awards held earlier this year, Madison Media also won a Gold for Best Innovation in Digital (Video) for Cadbury Celebrations - Lonely Maa.

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury/Kraft, ITC, General Motors, Marico, McDonald's TVS, Tata Tea, Shriram Transport Finance, Levis, SpiceJet, Domino's, Bharti Axa, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Dish TV, Times Television Network, Indian Oil, Dixcy Textiles, Enamor Lingerie, Gowardhan Dairy, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.

For more information, please contact Mr. V Achuthan Kutty – 09845044044