

**PRESS RELEASE**

**A Rural Academy for Management Students  
A Silver Jubilee initiative of Anugrah Madison Advertising!**

Chennai, 25<sup>th</sup> November 2011

Anugrah Madison Advertising (P) Ltd., the Rural Division of the Mumbai based Madison Communication Group launched a rural marketing education service called **Anugrah Madison Rural Academy (AMRA)** to teach the basics of rural marketing to management students.

Announcing this at the Silver Jubilee celebrations of the company today, Mr. R V Rajan, Chairman of Anugrah Madison Advertising P Ltd. said, “with the growing importance of rural markets there is a growing demand for skilled / trained human resources willing to work in the rural areas. Many management institutes across the country have started offering rural marketing as an elective course to the students. But there is a dearth of good faculty who have hands-on experience to provide practical knowledge for teaching the subject. AMRA hopes to fill this gap”.

The special feature of this initiative is that the faculty from AMRA will be the top management of Anugrah Madison and a few others with several decades of experience in dealing with rural marketing initiatives. Besides, AMRA will conduct the classes at the premises of the Management Institutes over week ends or according to the convenience of the Institute. AMRA will be responsible for course content, faculty and evaluation of students based on assignments to be given to them.

Initially AMRA will offer certificate courses of one / two / three credits. If the management institutes are interested in giving an idea of the basics of rural marketing to all their students, it can also conduct a one day / two day seminar on rural marketing at the Management Institute's premises.

According to R Seshadri, Managing Director, “Mr. R V Rajan, a highly respected Rural Marketing Professional and one of the Founders & Past President of RMAI will be the Course Director. Initially the course will be offered to only Management Institutes located in South India”

Ms. Lara Balsara, Business Development & Diversification Manager of Madison World who declared open the Academy, hoped that one day AMRA will become an important institution, imparting Rural Marketing knowledge service to any one interested in knowing more about rural marketing or wanting to take up rural marketing as a career!

At the silver jubilee celebrations of the Agency held at a Hotel in Chennai, a short video film on the eventful 25 years journey of the Agency was presented followed by a presentation of long service Awards and mementos to others with long association with the Agency. The function was attended by the All India Team of Anugrah Madison, besides old staff, media, clients and other associates.

### **About Anugrah Madison**

Started in 1986 as a fully accredited advertising Agency, Anugrah joined hands with Madison Communication Group in 1998 to start the joint venture Anugrah Madison, as the rural division of the Madison World, which has a billing of over Rs.3000 crores. Specialized in Rural Communication, over the years, Anugrah Madison has handled rural initiatives for a wide variety of clients dealing with agri inputs, FMCG, Durables & Services. Among the leading clients today are Shriram Group, Kemin, Trubore, MRF Ceat, John Deere, etc. Headquartered in Chennai, Anugrah Madison today has branches in Mumbai, Delhi, Lucknow & Patna.

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