

PRESS RELEASE

For immediate release

Madison Media scoops Britannia

Mumbai, June 23, 2009: Results of one of the most keenly fought battles for the media account of biscuit major Britannia and arguably one of South India's most prestigious accounts is out. And the winner predictably is **Madison Media**. The incumbent agency was Maxus of Group M which held the account for 5 years. The account is conservatively estimated at around Rs. 75 crores. Madison Media is to handle the account with effect from July 1, 2009.

The pitch was held in two stages. It is now learnt that as many as six agencies were invited to the pitch in round one: Maxus of Group M, OMD, Mudra Max, Lodestar, MPG and Madison Media. And of these four, Maxus of Group M, Mudra Max, OMD and Madison Media made it to the shortlist.

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World**, *"We are delighted to have the country's largest biscuit major and a marquee name in India's corporate world as our client. Britannia's decision once again confirms that we have on the ground what it takes to be The Media Agency of Choice of Large Advertisers"*.

The pitch was led by Punitha Arumugam – Group CEO, Madison Media and the account will be handled by Madison Media Infinity-II out of Bangalore.

Madison Media is a part of Madison World which also has specialist units in Creative, Outdoor, PR, Mobile, Rural, Retail, Sports and Entertainment; employing over 700 communication professionals in 7 cities across India. Visit us at www.madisonindia.com

Madison Media is the country's leading Media AOR specialist and deals selectively with large and media savvy FMCG advertisers, that include Airtel, P&G, Godrej, Cadbury, Coca-Cola, Marico, Tata Tea, McDonald's and Dominos besides many others in other categories. The Bangalore office of Madison Media also handles TVS, Tata Tea and ACER.

The Rs. 2300-crore Madison Media Group is a part of Madison World, which also has specialist units in Creative, Outdoor, PR, Rural, Retail, Mobile, Sports and Entertainment employing over 700 communications professionals in seven cities across India.

For more information please call Ms. Punitha Arumugam, Madison Media Group CEO on phone no.: 9892000685.