

**PRESS RELEASE**

*For immediate release* □

## **Madison Media appoints Dinesh Singh Rathore as COO of Madison Media Omega in Bangalore**

**Mumbai, June 25, 2011:** Madison Media has just announced the appointment of Dinesh Singh Rathore as COO of Madison Media Omega, based in Bangalore. Dinesh joins Madison from Starcom MediaVest Group where he was the Head of MediaVest, Mumbai & Delhi offices and was based in Bombay.

Dinesh has over 17 years of experience in media, working with media agencies like Starcom MediaVest Group and Mudra. He was the head of FutureWorks, the specialist unit of SMG that handled the Future Group business. Across his career, Dinesh has worked on interesting brands including Zydus Wellness, Emirates, The Mobile Store, Tata Housing, Novartis, World Gold Council, Wipro, Toyota, SabMiller, Essilor, Hitachi, Rasna, Only Vimal and many other brands.

**Says Mr. Gautam Kiyawat, Group CEO, Madison Media,** *“I am delighted to have Dinesh join our Leadership team and am sure he will add a lot of value to our clients in Bangalore.”*

**Says Mr. Dinesh Singh Rathore, on his joining Madison,** *“I am looking forward to this new role and contributing to an enviable list of clients.”*

Madison Media was recently in the news for winning the Crompton Greaves, Enamor and Dixcy Textile’s Media AOR.

At the recent Goafest 2012 awards Madison Media won 4 awards, including 1 Gold for Best Use of Newspapers & Magazines for Parachute Advanced Ayurvedic Hair Oil; 2 Silver's for Best Use of Internet & Digital Media for Airtel and Best Use of Branded Content for Cadbury and 1 Bronze for Best Use of Events and Stunts for Cadbury Celebrations.

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury, ITC, General Motors, Marico, McDonald's TVS, Britannia, Procter & Gamble, Asian Paints, Tata Tea, Shriram Transport Finance, Levis, SpiceJet, Crompton Greaves, Axis Bank, Domino's, Bharti Axa, MaxNewyork Life Insurance, Tata Salt, Acer, Dish TV, Times Television Network, Indian Oil, Dixcy Textiles and many others. The gross billing of Madison Media is Rs. 3000 crores.