

PRESS RELEASE*For immediate release***Madison Media bags General Motors account**

Delhi, September 23, 2005: Madison Media continues its dream run of selectively winning large and prestigious media accounts. General Motors, the world's largest auto maker and USA's largest advertiser-US Measured Media Spend 2004- Rs 12,586 crore, today announced its decision to award its Media AOR covering both Media Planning and Buying to Madison Media.

General Motors, Vice-President, Marketing, Sales and After-Sales, *Amit Dutta* says: **“We have aggressive plans for India in the coming months and we needed a strong Media advisor, as we believe that media will play an important role in the successful fulfilling of our aggressive plans for India. Our exhaustive and thorough pitch process, revealed that Madison came out at No. 1”.** Says *Anisha Motwani*, Director, Marketing **“We are happy to have Madison Media on board as our media partner. They impressed us both with their strategic recommendations and commitment to getting us the best bang for our buck. Madison Media comes with strong credentials that will help Chevy brand scale new heights of success.”**

Said *Sam Balsara*, Chairman & Managing Director, Madison communications, **“We are delighted to have won the most sought after and prestigious General Motors account and that too on our terms. We follow a very disciplined approach at pitches and make no exceptions irrespective of the size or reputation of the client. Large advertisers ultimately appreciate this. We are delighted that 2 of USA's largest advertisers GM and P&G are in our kitty, despite our having no global partner. A vindication of our belief that enlightened clients want best-in-class service and are willing to pay for it, when they find one. Chevrolet is a heritage brand of US that has constantly updated itself to remain as current today as it was, when born nearly a 100 years ago. Chevrolet has already begun to make its presence felt in India and it will be our endeavor to make it the brand of choice of the discerning Indian.”**

Madison Media has in the last 18 months walked away with major wins, including those of Airtel, TVS, Marico, and 3 Tata Group companies, Tata Tea, Tata-AIG and Tata Chemicals.

The account will be serviced by Madison Media Plus headed by Basabdatta Chowdhuri out of Delhi, who will report to Madison Media Group CEO, Punitha Arumugam. The account will be headed by Prasun Kumar.

Madison Media handles a select number of large and prestigious clients including Coca-Cola, P&G, Godrej Consumer Products, Godrej Sara Lee, Kinetic, Playwin, TVS, Perfetti van Melle, ACER, Asian Paints, Kotak and Cadbury. The 900-crore Madison Media is a part of Madison World, which also has 7 specialist units in Creative, Outdoor, PR, Rural, Retail and Entertainment.

General Motors is one of the fastest growing automobile companies in India showing a growth of 73% last year and a 33% for Jan – Aug'05 over the same period last year. The growth has been spear headed by the launch of Chevrolet, which was voted “The Best Automotive Brand –2004” by BS Motoring. The company’s brands have cornered as many as 7 awards todate.

Buoyed by the success of Chevrolet Optra and Tavera, the world’s largest car maker is planning to roll out 3 new exciting cars in 2006.

Both Chevrolet Optra and Chevrolet Tavera are recognised as big marketing successes with one of the most distinctive positioning in a category crowded with undifferentiated communication. General Motors is now making heavy investments into positioning Chevrolet as a truly “glocal” brand – a global brand with local values. It is initiating a wide range of brand building measures to consolidate the Chevy brand equity in the country.

GM India is a wholly owned subsidiary of General Motors Corporation. Besides Chevrolet Optra, GM India manufactures Chevrolet Tavera, Opel Corsa, Opel Corsa Sail and Opel Swing at its facility in Halol, Gujarat. GM India also sells the imported Opel Vectra and Chevrolet Forester.