

Gautam Kiyawat joins Madison Media as Group CEO

Mumbai, April 2, 2012: Madison Media has just announced the appointment of Gautam Kiyawat as CEO – Madison Media Group who will be based in Mumbai. Gautam, an accomplished Marketing, Communications and Media Professional with experience over various markets including India, South East Asia and US has over 17 years of experience. A graduate from IIM Bangalore, he started his career with Procter & Gamble in India. His career highlights:

- 1995-02 **P&G**, India and Asean
- 2002-04 **Philips**, Asia Pacific
- 2005-09 **News Corp**(Star TV), South East Asia
- 2009-11 **AdVerb**, (digital creative media company)
- 2012 **Research in Motion**, (Blackberry) Asia Pacific

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World**, *“I am delighted to have Gautam join us. His cross market experience of managing brands, media companies and a digital startup are all very relevant to the exciting future we see for Madison. I am sure he will add a lot of value to Madison Media clients and bring a fresh new holistic business perspective”*.

Says **Mr. Gautam Kiyawat, on his joining Madison**, *“It is fantastic to be joining an organization that I have respected immensely as a client for its expertise, its values and for always being guided by doing the right thing. Along with Sam, Sriram and the Madison team I look forward to an exciting time in building on the momentum and taking Madison to greater heights.”*

In addition, as was recently reported, Madison alumnus **D.Sriram** is to join Madison Media as a Consulting Director and will spend approximately one week every month advising on agency operations, and will also be available for key clients. Sriram was Madison's first Media Director in 1995 and he moved on within DMB&B and Starcom Mediavest Group to eventually become APAC CEO for Starcom Mediavest Group. Sriram also had a stint as COO, China for Aegis Group, and for the last 18 months has been operating as an independent consultant to startup agencies and media companies across the region.

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, Axis Bank, Domino's, Bharti Axa, MaxNewyork Life Insurance, Tata Salt, Acer, Dish TV, Imagine TV, Times Television Network, Indian Oil and many others. The gross billing of Madison Media is Rs. 3000 crores.