

**PRESS RELEASE**

*For immediate release*

### **Jiyo PARSİ Campaign wins 2 Golds for Best Print Advertising**

**Mumbai, August 28, 2015:**Madison World founded by Sam Balsarathat created the much talked about Jiyo Parsi campaign has just announced the win of 2 Gold awards at the recent Dainik Bhaskar INK Awards for Best Print Media. The 2 awards won were for Best Copywriting in Campaign and for Best Creative Advertising for Not for Profit and Public Service.

The Jiyo Parsi campaign also won a Gold at the most coveted Advertising awards in Goa – Goafest in April of this year for Best Direct Response in Print.

Madison has had a hatrick of sorts on the awards front – having won the Media Agency of the Year, the Print Media Agency of the Year and Radio Media Agency of the Year for 2 consecutive years.

The Jiyo Parsi programme is funded by the Government of India to help arrest the declining population of the Parsees in India. The scheme comprises of 2 elements- Advocacy and Medical assistance. Madison was approached to come up with an advertising campaign to get this message across. The campaign has been hugely successful with almost a 100 couples reaching out to the Jiyo Parsi programme; 31 babies have already been born and 16 are underway.

Madison World is India’s leading completely Indian owned Communication group with 26 units across 9 specialized functions of Advertising, Media, Business Analytics, Out-of-Home, PR, Mobiles, Sports & Entertainment; employing over 1000 communication professionals across cities in India, Sri Lanka and Thailand.

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*Photograph attached*