

**Press Release**

*For immediate release*

**MADISON LAUNCHES SHOPPER MARKETING CONSULTANCY- MASH**

**Mumbai, August 9, 2006:** With the rapid growth in organized modern retail and India becoming the hot new retail destination, Madison has launched a specialist Shopper Marketing consultancy called MASH – MADISON SHOPPER MARKETING.

Shopper Marketing is a new-age marketing discipline that aims at converting ‘shoppers into buyers’ at the retail outlet. It leverages the store as a marketing medium and helps brands and retailers win the battle for the shopper’s wallet, by developing joint marketing platforms. As modern retail grows and shoppers become more savvy, the store emerges as a key ‘moment of truth’, where purchase decisions are made, altered or reinforced. In this context, brands and retailers need Shopper Marketing solutions that see the store through the eyes of the shopper – a theatre of dreams and not just a piece of real estate.

MASH is headed by *Anand Narasimha, CEO*, a well known marketing and advertising professional with close to two decades of brand marketing experience. Anand has been focusing on Shopper Marketing for a while and has acquired experience and skills, both in India and abroad, by working on live projects and through training workshops.

MASH will offer clients transformational Shopper Marketing Solutions comprising its *4 Project Pillars* - Shopper Behaviour & Insights, Shopper Strategy & Tactics, Shopper Concepts and Shopper Programmes. In addition, proprietary MASH Tools and Learnings will be applied on client projects.

Sam Balsara, Chairman & Managing Director, Madison World says, *“Shopper Marketing is a logical extension to Madison’s current offering, since organized Retail is the rapidly emerging industry and a critical consumer touch point. We have launched MASH with an eye on the*

MASH is a part of Madison World which also has specialist units in Creative, Media, Outdoor, PR, Rural, Retail and Entertainment, employing over 400 communication professionals across 7 cities in India.



*emerging potential of modern retail and in line with Madison's thought leadership in providing specialized communication offerings to clients. MASH will complement Madison's already existing offering in the Retail Design area, offered by MRP – Madison Retail Paradigm”*

Anand Narasimha, CEO, MASH adds, *“Our focus is on providing solutions that will make our clients win disproportionately at the store. Speaking to companies across categories, one discovered an untapped need for true-blue, professional Shopper Marketing solutions that are founded on shopper insights and ideas and go beyond conventional POS activity.”*

MASH's client focus will be on:

- Brands for whom Modern Retail is emerging as a key marketing battleground.
- Brands where the 'Shopping Experience' is a key driver of differentiation and value.
- Retailers seeking store/department/category enhancement or reinvention.
- Retailer 'Private Labels' seeking greater category share.

MASH will be located at Bangalore to begin with and will work seamlessly for clients across India. Says Anand, *“In our kind of business, the office location is a non-issue. Majority of the time is spent at the relevant stores, related to our projects. Which could be anywhere- from Gurgaon to Ghatkopar, Koramangala to Karihgat.”*

MASH is a part of Madison World which also has specialist units in Creative, Media, Outdoor, PR, Rural, Retail and Entertainment employing over 400 communication professionals across 7 cities in India.

For more information, contact: Anand Narasimha, CEO, MASH

Email : [anand@blr.madisonindia.com](mailto:anand@blr.madisonindia.com) Mobile: +91 99450 33003

MASH is a part of Madison World which also has specialist units in Creative, Media, Outdoor, PR, Rural, Retail and Entertainment, employing over 400 communication professionals across 7 cities in India.