

**Madison OOH's MOMS turns Kolkata the original Red city into Blue for
launch of Bandhan Bank**

MUMBAI, Sep 2, 2015: MOMS, one of the Outdoor Units of India's largest Indian-owned communication groups, Madison World has turned Kolkata the original Red city into Blue for launch of Bandhan Bank.

Bandhan is the first new Bank to be launched in the country after a spate of several years and the first Bank from Eastern region after several decades. The high impact and highly visible campaign comprised of Impact sites across major focal points of the city, frequency media like Kiosks, Traffic stands, Transit media like Volvo Buses, Yellow cabs and Mega cabs, Transit points like Howrah station and high impact visual elements inside Airports.

The best compliment for the campaign was received by none other than our Honorable Union Finance Minister, Mr. Arun Jaitley. Speaking at the Inauguration function in Kolkata, he said ***"When I came to this great city yesterday, I saw a pleasant change. With Bandhan Bank, the whole city has been painted blue. I recollect my days from younger years when I used to see this city painted red. I am sure this color change will augur well for the rapid economic growth of the city and State."***

Dipankar Sanyal, COO MOMS, says ***"We are delighted to partner Bandhan Bank in this new important phase of their lives. Am even happier that the launch***

has created a huge impact in Kolkata city. Whist this is an All India campaign, the major focus was Kolkata”.

The campaign has been launched with Print, Digital and Outdoor. TV will follow.

The recent Mondelez Oreo campaign in Mumbai last month was also executed by MOMS.

Madison OOH has won several awards recently including 1 Gold, 1 Silver and 5 Bronze at the OAC awards last month, a Gold at Goafest Abby 2015, 16 awards at E4M Neon Awards 2015 and 12 awards at Asian Consumer Engagement Forum 2015.

Madison OOH is a part of Madison World and operates several brands including MOMS, Platinum Outdoor, Activation specialist - Madison IES, Rural specialist - Anugrah Madison, Out-Sel and Entrust. Madison OOH group handles marquee clients like Mondelez, Samsung, Asian Paints, Kotak, Omkar, Marico, Raymond, Toyota, ITC Foods, Aircel, Idea, amongst many others.

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For execution Photographs please see attachments enclosed.