

Press Release

For Immediate Release

MOMS makes Spiderman come alive and Crawl on Mumbai Malls

MUMBAI, May 4, 2007: MOMS Outdoor Media Solutions has taken a unique step to promote the upcoming movie Spiderman 3. MOMS' creative thinking & innovation has led to 2 larger than life size Spidermans swinging upside down from the top floors of Atria Mall in Worli & Shopper's Stop in Bandra in Mumbai.

Spiderman – 3, the most awaited movie of 2007 has already created a frenzy amongst youngsters. Says **Mr. Rajneesh Bahl, COO West & South**, *“In today's market where every consumer brand wants to do something different and that has become a big challenge for Agencies. I am delighted that our idea has had huge impact in Mumbai and a big attraction for kids especially during the summer vacations”*

This is the first time in India that an inflatable of such size and magnitude has been implemented and is comparable to the best by global OOH standards.

MOMS currently handles large and reputed clients like Coca Cola, Zee, Dish TV, General Motors, Tata Indicom, Adidas, amongst others.

MOMS is the outdoor specialist Unit of Madison World, an 18 – year old diversified Communications Group with 12 specialist units in Advertising, Media, Outdoor, PR, Rural, Retail Design, Shopper Marketing, Entertainment, BTL and Mobile; employing over 450 communication professionals across 7 cities in India.

