

PRESS RELEASE*For immediate release* □**GOLD RUSH at Madison Media****Madison Media is the highest awarded agency**

Mumbai, September 5, 2012: Madison Media has emerged as the highest awarded Agency at the recently concluded Emvies 2012, with a total of 200 points. The agency this year won **8 Golds, 5 Silvers** and **2 Bronze**. The agency also won the **Grand Emvie** for *Saffolalife – Saving Private Heart* and **People’s Choice Award** for *Cadbury*. The Agency’s numerous wins for Cadbury, made Cadbury the **Media Client of the Year**.

Madison Media has won awards across various categories- Best Media Strategy Consumer Products (2 Golds), Best Media Innovation TV (1 Silver), Best Media Innovation Digital Video (1 Silver), Best Media Innovation Ambient Media (1 Gold, 1 Silver), Best Media Innovation Radio (1 Silver), Best Media Innovation Print (1 Gold, 1 Silver), Best Media Innovation Events (1 Gold, 1 Silver), Best Integrated Campaign (1 Gold, 1 Silver, 1 Bronze), Best Ongoing Media Campaign (1 Gold), Best Use of Bollywood Celebrity in Media (1 Silver).

Says **Mr. Gautam Kiyawat, Group CEO, Madison Media**, *“This has been our best performance at Emvies so far and the entire Madison team is ecstatic. If we combine the scores of our 2 units Madison Media Pinnacle and Madison Media Infinity, we would be the highest scoring agency.”*

Madison Media Group with a gross billing of around Rs 3000 crore is India's foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury/Kraft, ITC, General Motors, Marico, McDonald's TVS, Britannia, Asian Paints, Tata Tea, Shriram Transport Finance, Levis, SpiceJet, Crompton Greaves, Domino's, Bharti Axa, Max Life Insurance, Tata Salt, Acer, Dish TV, Times Television Network, Indian Oil, Dixcy Textiles and many others.