

PRESS RELEASE

For immediate release

Madison Media Group wins Lenskart Media AOR

New Delhi, December 4, 2014: Lenskart.com, India's largest online retailer of fashionable and stylish eyewear has appointed Platinum Media, a part of Madison Media Group as its media agency. The Madison Media Group is renowned for its out-of-the-box creative strategies that have helped several successful brands attain a higher level of growth and salience amongst their target markets. This has been a key driver in Lenskart's appointment of Platinum Media as its agency of choice.

Commenting on this development, **Mr. Peyush Bansal, CEO and Founder, Lenskart.com,** said "Lenskart has firmly established its brand identity in the mindscape of Indian consumers. As we go along we keep introducing newer conveniences for our patrons such as the home eye check-up programme, try-before-you-buy, virtual studio etc. Through our association with the Madison Media Group, we wish to create a consistent and effective engagement with our new and existing customers and attain new heights of brand loyalty and salience."

Ms. Basabdatta Chowdhuri, CEO, Platinum Media says, *"We are delighted with our partnership with Lenskart and are confident that we can add strategic value to this online brand and make it a household name across the country."*

The Madison Media Group has been on an account winning spree, having won a host of new businesses in 2014 including Lafarge Cement, EPIC channel, Nirav Modi, Senco Gold, Total Environment, Wockhardt Hospitals, Zivame and Cordlife. Madison Media was in the news recently for handling the media mandate for BJP.

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Mondelez (formerly Cadbury), ITC, Marico, McDonald's TVS, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino's, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Times Television Network, Indian Oil, Enamor Lingerie, Madison Media Group is a part of Madison World which also has specialist units in Advertising, Business Analytics, Out-of-Home, PR, Mobile, Retail, Sports and Entertainment; employing over 1000 communication professionals across India, Sri Lanka and Thailand. Visit us at www.madisonindia.com

Gowardhan Dairy, HomeShop 18, Café Coffee Day and many others. The gross billing of Madison Media Group is about Rs. 3000 crores.

For more information, please contact Ms. Basabdatta Chowdhuri- 09818778866

About Lenskart.com:

Lenskart.com is India's largest online retailer of fashionable and stylish eyeglasses, sunglasses and contact lenses. Incepted in 2010, Lenskart.com has today firmly established its position as the leading eyewear portal in the country. In the last three years, the company has seen remarkable growth with a 300% increase in its turnover and an employee strength that currently stands at 150.

Lenskart.com offers over 5,000 stylish frames and glasses and more than 45 kinds of high quality, scratch resistant and unbreakable branded contact lenses. It offers one of the biggest selections of prescribed and fashion eyewear from all the leading manufacturers of the world like Rayban, Oakley, Tag Heuer, Fastrack, Sprint, Vintage, Johnson & Johnson, Ciba Vision, Bausch & Lomb, and Cooper Vision etc.