

## **Madison Media to Power Bandhan Bank**

**Mumbai, March 9, 2015:** Madison Media has won the mandate for the proposed Bandhan Bank Ltd in Kolkata.

**Bandhan Financial Services Ltd**, a microfinance entity, was set up in 2001 to address the dual objective of poverty alleviation and women empowerment. Bandhan has been the talk of the banking and financing community having got an in-principle approval from the Reserve Bank of India to start banking operations. Currently, it operates in 22 Indian states through more than 2000 branches, run by 14,000 employees. It has a borrower base of 6.5 million. As a bank, it will have pan-India operations and meet the credit needs of different types of customers even as offering various savings products.

Commenting on this development, **Mr. C S Ghosh, Chairman and Managing Director, Bandhan** said, *“As we embark on this new journey, we need to reach out to new consumer across Indian states and we are confident that Madison will help us achieve our objective.”*

Says **Mr. Sam Balsara, CMD, Madison World**, *“Bandhan’s accomplishments are truly remarkable and we are delighted to partner them in this exciting new phase in their life which will make them play an even more meaningful role in the Indian financial sector, changing lives of many millions.”*

Madison Media was in the news recently for handling the media mandate for BJP for the national elections and for Maharashtra, Haryana, Jammu & Kashmir and the current Delhi election. It has recently won a host of new accounts like Viber, Lenskart, Amul Hosiery, Metro Cash & Carry, DHFL and Gaana.com.

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including 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, Gowardhan Dairy, HomeShop 18, Café Coffee Day and many others. The gross billing of Madison Media Group is about Rs. 3,000 crores.

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