

PRESS RELEASE

For immediate release

Madison Media Group wins Viber India Media AOR

New Delhi, January 31, 2015: Madison Media Plus, a part of Madison Media Group has just announced the win of instant messaging and calling app Viber in India. The account was won in a multi agency pitch. The account will be handled out of the agency's Delhi office.

Viber is a pioneering mobile messaging, voice and video service. Viber lets everyone in the world connect. Freely. Users can send free text messages, fun stickers, photos, videos and doodles, share locations anywhere in the world, make free HD-quality calls and communicate with Push-To-Talk. With Viber Out, users can make low-cost calls to any phone number around the world. Currently Viber has more than 35 Million Users in India.

Commenting on this development, **Mr. Anubhav Nayyar, Country Head Viber Media India**, said, *"We partnered with Madison as we were impressed with their overall approach and business strategy for Viber. In addition, they demonstrated a very sound understanding of the internet and social networking space."*

Says **Ms. Basabdatta Chowdhuri, CEO, Madison Media Plus**, *"We are delighted with this new win and are confident that we can add strategic value in making the Viber brand, a household name across the country."*

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, Cordlife, Lenskart, DHFL and the mother of all media accounts of 2014, the media mandate for BJP for the national elections and for Maharashtra, Haryana, Jammu & Kashmir and the current Delhi election.

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

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

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