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## **Madison Public Relations wins a record 20 new clients in Jan 2014**

**Mumbai, 24<sup>th</sup> January 2014:** Madison Public Relations (MPR) writes a new chapter in its growth story. The agency signed up key wins, which is a record 20 new clients in January. As a first in the PR industry, this triumph is a matter of great pride. With a growth of 32% in 2012-13 over the corresponding year, the agency is expected to end this year (2013-14) with close to 30% growth.

MPR has further strengthened its dominance in the youth, entertainment, luxury and lifestyle segments. The agency signed up distinguished brands across diverse sectors including some majors like The Lodha Group, Zee Media Corp, Indian Merchant Chambers, Enamor, Celio, VVF, Radio Mirchi, Max Fashions, amongst others.

On the achievement, **CEO, Paresh Chaudhry** commented, *"It's a great start for the last quarter of the year and lays a strong foundation for the next year with over 50% of our big wins as retainer clients. A focused strategic communication partnership approach, coupled with intense capability building mechanisms are converting PR managers to Brand Managers, thus enhancing the brand building process."*

As MPR's client roster extends, the agency is also investing in quality talent with relevant strategic communication experience. In fact, the agency has also recorded less than 5% attrition rate as opposed to the industry standard of 20- 25%. A new strategy brand planning team has been created to provide a cutting edge to every campaign right from conceptualization.

Says **Mr. Sam Balsara, Chairman, Madison World**, *"I am delighted at Madison PR's consistent high growth over 2 years. I am glad more and more advertisers are waking up to the power of Brand PR. PR used intelligently and strategically can greatly enhance the power of Advertising."*

A first in the PR industry, the exclusive **Madison Public Relations Partners Meet** was introduced as an annual property, the first one held in December 2013. The interaction with external partners is aimed at tapping on their strengths on a regular basis. It has helped Madison PR to understand markets, issues and challenges better, whilst gaining insight that guides the team better in planning city-specific activations. This deeper engagement between external partners and Madison PR has proved mutually beneficial in harnessing further business because of the high level of effectiveness of plans.

Named 'the fastest growing agency of the year (2013)' by Pitch Magazine, Madison Public Relations is the strategic communications partner of some of India's most respected and beloved brands since 1998. The Agency won **“PR agency of the Year”** (exchange4media), Gold at the Sabre India Awards 2013 and four Times of India Big Bang Awards 2013. In light of the accolades that Madison Public Relations has been accorded with, in the past year, its latest feat raises the momentum of its growth. In the year to come, Madison PR aims to strengthen its practices in the areas of Entertainment, Luxury, Tourism, IT and FMCG.

**About Madison Public Relations:**

Madison PR is a 15-year-old strategic communications company specializing in innovative brand building techniques and campaigns, partnering with blue chip clients like Procter & Gamble, Britannia, Godrej, Levis, Café Coffee Day, Titan Fastrack, PUMA, and GSK apart from the new brands it has added to its portfolio. It has offices in Mumbai, Delhi, Bangalore, Hyderabad and Pune. Madison PR is a unit of Madison World, a 25 year old diversified communication group with 26 units across 9 specialized functions covering Advertising, Media, Business Analytics, Out-Of-Home, PR, Rural, Retail, Entertainment, Mobile and Sports.