

## **Madison IES launches Prism Cement's Duratech Cement across 21 towns in India**

**MUMBAI, July 29, 2015:** Madison IES, the activation and experiential unit of Madison OOH and Madison World just completed a mega event across 21 town in India to launch Prism Cement's Duratech Cement. The Agency won the assignment in a multi-agency pitch.

Madison IES demonstrated its execution capabilities and prowess by executing this event over a span of just 17 days across **21 towns** in Madhya Pradesh, Uttar Pradesh and Bihar, where a total of 39,000 dealers of Prism Cement attended the launch. Each event started with performance of Ganesh Vandana, followed by the product launch and product presentation by the Prism Zonal Head.

Says **Saumen Roy, General Manager, Madison IES**, says *"We have been working with Prism Cement for a few years and are delighted to be a part of this important launch of Duratech. It was a huge operational challenge to execute this event across 21 cities in 17 days, but am glad that the event was a huge success."*

Madison OOH has won several awards recently including 1 Gold, 1 Silver and 5 Bronze at the OAC awards last week, a Gold at Goafest Abby 2015, 16 awards at E4M Neon Awards 2015 and 12 awards at Asian Consumer Engagement Forum 2015.

Madison OOH is a part of Madison World and operates several brands including MOMS, Platinum Outdoor, Activation specialist - Madison IES, Rural specialist - Anugrah Madison, Out-Sel and Entrust. Madison OOH group handles marquee clients like Mondelez, Samsung, Asian Paints, Kotak, Omkar, Marico, Raymond, Toyota, ITC Foods, Aircel, Idea, amongst many others.

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*For execution Photographs please see attachments enclosed.*