

PRESS RELEASE*For immediate release***Madison Media appoints Anita Bose as Chief Operating Officer, Madison Media Plus, based in Delhi**

New Delhi, January 4, 2016: Madison Media has just announced the appointment of Anita Bose as its Delhi office head. Anita joins the agency from today as COO, Madison Media Plus and will be responsible for driving the Delhi office and delighting its existing set of clients.

Anita is a hard core media agency professional with a rich and diverse media experience of over 20 years, out of which she has spent 13 years at WPP media/Group M agencies (Business Director at Mindshare, General Manager on Team LG and General Manager, MEC North). She has also worked for Starcom MediaVest as Exec Vice President of Vivaki Exchange and FCB Ulka and McCann Erickson. She regularly teaches at management institutes and is a Guest Faculty at Indian Institute of Mass Communication.

Says **Mr. Vikram Sakhuja, Group CEO, Madison Media & OOH**, *"I am delighted that Anita Bose will be leading Madison's Delhi office. I have known her to be a very able administrator with a consistent track record of delivering Client delight. Today, business cycles have shortened, Brand plans are more fluid, and the media*

environment is in a much greater flux. A person like Anita has the unique skills to lend stability to chaos. I look forward to Madison Media Plus rising to new heights under her leadership.”

Says **Ms. Anita Bose**, on her appointment, *“It is an honor to be associated with Madison Media and work with accomplished industry veterans like Vikram Sakhuja and Sam Balsara, together. I am looking forward to empower the Delhi team so that we become an unbeatable winning team – committed & united, driven by client & industry needs – known to provide services that set industry standards.”*

Madison Media Group has been on an account winning spree, having won a host of new businesses in 2015. The Delhi office has won key accounts of Snapdeal, OYO Rooms, PepperTap, Viber and Cricbuzz.com in 2015.

In terms of awards, Madison Media has had a hat trick of sorts, having won **Media Agency of the Year** at MEDIA ACE Awards, **Print Media Agency of the Year** at INK Awards and **Radio Media Agency of the Year** at RADIO MIKES!

Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Godrej, ITC, Marico, SnapDeal, McDonald’s, TVS, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino’s, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves,

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Indian Oil, Enamor Lingerie, Gowardhan Dairy, Café Coffee Day and many others.
The gross billing of Madison Media Group is about Rs. 3,750 crores.

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