

**PRESS RELEASE**

*For immediate release*

### **Madison Media wins 21 new businesses in 2015**

**Mumbai, Jan 12, 2016:** The year 2015 has been a great year for Madison Media in terms of new business wins. The Agency has won as many as 21 new accounts across its offices in the year gone by. These accounts are Snapdeal, Freecharge, PepperTap, Shaadi.com, Viber, Metro Cash & Carry India, Amul Hosiery, Milton, Bandhan Bank, Oyo Rooms, Piramal Reality, Policy Boss, DHFL, I Love Diamonds, Ziggy, Cricbuzz.com, Gaana.com, Lenskart.com, NACO (National Aids Control Organization), USPL and Aerobok Shoes. The estimated size of these accounts put together is above Rs 1,000 crores.

The Agency ended 2015 with a bang by announcing 2 key wins – PepperTap and Policy Boss on the last 2 working days of the year.

Says **Mr. Vikram Sakhuja, Group CEO, Madison Media & OOH**, *“I am delighted to add such a large, diverse and prestigious set of clients to an already enviable client list of Madison Media. I am looking forward to working and partnering with all these brands to make them market leaders in their respective categories.”*

In terms of awards, Madison Media has also had a great 2015; the Agency 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

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](http://www.madisonindia.com)

Healthcare, BlueStar, Levis, SpiceJet, Domino's, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Indian Oil, Enamor Lingerie, Gowardhan Dairy, Café Coffee Day and many others.

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