

PRESS RELEASE*For immediate release***Madison Media wins NestAway Media AOR**

Bangalore, January 27, 2017: Madison Media Omega, a part of Madison Media Group recently announced the win of NestAway in Bangalore.

NestAway is the market leader in Managed home rentals focusing on providing affordable and high quality living solutions to the young urban migrant. The company has operations in Bangalore, Hyderabad, Delhi NCR, Pune and Mumbai with over 25,000 tenants and 7,000 owners. NestAway is looking at solving the urban migrant housing gap in the most holistic way with an equal emphasis on solving Biases and Barriers. The company's goal is to ensure that young urban migrants have a smooth and comfortable transition to settling down in a new city.

NestAway was founded on December 31, 2014 by four alumni of the National Institute of Technology, Surathkal Amarendra Sahu, Jitendra Jagadev, Smruti Ranjan Parida and Deepak Dhar. The Company has received USD 43.25 million funding till date, with the last funding of USD 30 million raised from Tiger Global in April, 2016. Some of the other key investors in the company are Ratan Tata, Yuri Milner - founder of venture capital firm DST Global, Flipkart, IDG Ventures and

InMobi.

“We are delighted to appoint Madison Omega as our Media AOR. We look forward to a great partnership and some iconic work together”, says **Rishi Dogra, CMO, NestAway Technologies** on choosing Madison Media.

Says **Mr. Vikram Sakhuja, Group CEO, Madison Media & OOH**, *“Nestaway is bringing a revolution to India in providing rooms on lease to the young urban Indian workforce working away from home. It is truly exciting to partner them in this journey”.*

Madison Media has been in the news recently for winning the **TV Media Agency of the Year Award** at PrimeTime Awards held last week in Mumbai. This is the second consecutive year where the Agency has won this title. The Agency also won **Media Agency of the Year** at MEDIA ACE Awards 2015, **Print Media Agency of the Year** at INK Awards 2015 and **Radio Media Agency of the Year** at RADIO MIKES 2014,2015, 2016!

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, Max Life Insurance, Asian Paints, Gaana.com, Timesjobs.com, Pidilite, Tata Salt, Acer, Amul Hosiery, Crompton, 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.

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

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