

**PRESS RELEASE**

*For immediate release*

## **Madison Media wins OYO Rooms Media AOR**

**New Delhi, September 10, 2015:** Madison Media Plus, a part of Madison Media Group has just announced the win of yet another mega account of OYO Rooms. The account was won in a multi-agency pitch. The account will be handled out of the agency's Delhi office.

**OYO Rooms** is India's largest branded network of hotels founded by young entrepreneur, 21-year-old Ritesh Agarwal. OYO Rooms currently operates in more than 100 Indian cities including Delhi, Gurgaon, Mumbai, Bangalore, Hyderabad, Goa, Chennai, Kolkata and others. OYO is present in major metros, regional hubs, leisure destinations and pilgrimage towns. According to a research carried out by CB Insights for *The New York Times*, OYO Rooms is among the companies that may be the next start-up unicorns. The company is backed by investors like the Softbank Group, Lightspeed India, Sequoia Capital and Greenoaks Capital.

Says **Mr. Abhinav Sinha, Chief Operating Officer, OYO Rooms**, on selecting Madison Media, *"Madison is the biggest name in marketing communications and we are very proud to be associated with them. I am sure that under the able leadership of Mr. Sam Balsara, the Madison team will take OYO to new heights*

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*and we will soon be a household name. At OYO, we believe that everybody deserves an amazing experience when staying out of home, and, it is great that Madison will be taking OYO's message to the people."*

**Says Mr. Sam Balsara, Chairman & Managing Director, Madison World, "I am delighted that we have won this young but extremely promising business and are looking forward to help OYO Rooms become a household name in the country. It is really exciting to see such a young entrepreneur making a mark so early in life."**

Madison Media Group has been on an account winning spree, having won a host of new businesses in 2015 including Snapdeal, Shaadi.com, Viber, Lenskart.com, Zivame.com, Metro Cash & Carry, Gaana.com, Cricbuzz.com, Amul Hosiery, DHFL, Bandhan Bank, amongst others.

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, Mondelez (formerly Cadbury), 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, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, HomeShop 18, Café Coffee Day and many others. The gross billing of Madison Media Group is about Rs. 3,750 crores.

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