

PRESS RELEASE

For immediate release

Madison Media wins PepperTap Media AOR

New Delhi, December 29, 2015: Madison Media Plus, a part of Madison Media Group recently announced the win of yet another mega account, PepperTap, in Delhi. The estimated size of the account is Rs 75 – 100 crores. The account will be handled out of the agency's Delhi office.

PepperTap is India's leading on-demand grocery delivery service founded by **Navneet Singh and Milind Sharma**. It provides convenience, on-time and on-demand delivery to its patrons, along with superlative services and hand-picked products. The company is based out of Gurgaon, Haryana, and kick started its operations in November 2014. It aims to provide patrons with the best-in-breed experience in the least possible time. The company's business model is unique to India and similar to Instacart in the US. PepperTap recently raised \$40 million in its Series B funding from Snapdeal, Innoven Capital, Sequoia India, SAIF and other new investors taking its total funding to \$51 million.

Says **Ms. Tahseen Quadri, VP Marketing, PepperTap**, on picking Madison Media, *"With Madison's credentials and impressive track record, I'm confident that they are the perfect team to help PepperTap create a successful Brand. I have full faith*

that Madison's capabilities align perfectly with the brand's vision and growth strategy."

Says Mr. Vikram Sakhuja, Group CEO, Madison Media & OOH, *"I am delighted to partner with one of the most exciting new companies in the high growth business of online grocery. I have been a satisfied PepperTap customer and would now love to partner with them in building this category and market leadership."*

Madison Media Group has been on an account winning spree, having won a host of new businesses in 2015 including Snapdeal, OYO Rooms, Shaadi.com, Viber, Metro Cash & Carry, Cricbuzz.com, Amul Hosiery, DHFL, Zigy.com, Milton, I Love Diamonds and Bandhan Bank among 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, 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, 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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