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**PRESS RELEASE***For immediate release***Madison Media Sigma wins Piramal Healthcare account  
in a multi agency pitch**

**July 8, 2013:** Madison Media has announced the win of Piramal Healthcare's media AOR. The account was won in a multi agency pitch where OMD and MPG also participated in the Pitch. The account was previously handled by Lodestar and the estimated size of the account is Rs. 70 crores.

Piramal Healthcare has aggressive plans for OTC category and has recently launched skin creams under its Lacto Calamine brand name. The company has plans to launch several other brands as well in the healthcare space.

Madison Media has been on an account winning spree, having recently won a host of new businesses including Raymond, Epic Channel, Maxx Mobile, McCain Foods, Ruchi Soya, Max India's corporate account, Café Coffee Day, Radikal Rice and Crompton Greaves.

Says, **Mr. Kedar Rajadnye, COO - Consumer Products, Piramal Healthcare Ltd**, *“Given our ambitious plans, we wanted to enhance our current capabilities in Media Strategy & Buying front & hence looked out for partners who could create a higher value on this aspect. Madison Media fitted very well in the requirement & our scheme of things as we were very happy to see their approach being very similar to our mindset.”*

Says **Ms. Vanita Keswani, COO, Madison Media Sigma**, *“We are delighted with this new win and are looking forward to a long and mutually beneficial relationship”.*

Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury/Kraft, ITC, General Motors, Marico, McDonald’s TVS, Levis, SpiceJet, Domino’s, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Dish TV, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.

*For more information, please contact Ms. Vanita Keswani – 09820217792*