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PRESS RELEASE*For immediate release*

Madison Media wins Raymond Group Media AOR

Mumbai, June 24, 2013: Madison Media has been appointed as the media AOR (Agency on Record) for India's leading textile, apparel and fashion retailer, Raymond Limited. Madison would be responsible for the entire media mandate for all Raymond group brands, including Digital and OOH.

Raymond, over the years has been synonymous with quality, innovation and market leadership. Incorporated in 1925, Raymond transformed itself from being an Indian textile major to a global conglomerate. In addition to its successes in fabrics, the Group today comprises diverse businesses including branded apparel, denim, cosmetics & toiletries, engineering tools and hardware, auto components and prophylactics in national and international markets. In every business segment it operates in, Raymond has established its market leadership with concerted focus on quality of its products and innovation.

Commenting on this development, **Mr. Mrinmoy Mukherjee, Director, Marketing, Raymond Limited** said, *"Raymond, requires an expert media advisor and partner. We are delighted to have Madison on board as our media partner. Their leadership status as one of the best integrated media solutions agencies in India and well-integrated service & processes will help our brands scale newer heights of success."*

Says **Mr. Gautam Kiyawat, Group CEO, Madison Media Group**, *"We are delighted with this new win and are confident that we can add substantially to building the Raymond group brands."*

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

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 Mr. Gautam Kiyawat – 09004674141