

**PRESS RELEASE**

*For immediate release*

**Madison Media wins Media AOR of World's largest matchmaking portal  
Shaadi.com**

**Mumbai, July 2, 2015:** Madison Media Sigma, a part of Madison Media Group has just announced the win of Shaadi.com, the world's largest matchmaking portal founded in India in 1996. Madison Media Sigma was chosen after a multi-agency pitch. The account will be handled out of the agency's Mumbai office and the estimated size of the account is Rs. 50 crores. Earlier, the media buying duties for the brand were with Havas Media.

**Shaadi.com**, one of India's best known brands and the world's largest matchmaking service was founded with a simple objective - to help people find happiness. The company pioneered online matchmaking in 1996 and continues to lead this exciting category for more than a decade. By redefining the way Indian brides and grooms meet for marriage, Shaadi.com has created a world-renowned service that has touched over 30 million people. Amongst many other awards, Shaadi.com has been recognized as the Most Trusted Matchmaking site and is amongst the world's 50 Most Innovative Companies, alongside companies such as

Apple, Google, Facebook and Amazon. Shaadi.com has also been recognized as the world's most engaging brand on Facebook.

Says **Mr. Aditya Save, Chief Marketing Officer, Shaadi.com** on selecting Madison Media, *"We believe that great marketing work requires able agency partnerships & hence are delighted to have Madison Media Sigma as our media partners. We are looking forward to working with them to do some innovative & disruptive media work."*

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World**, *"I am delighted that Shaadi.com has found Madison Media to be worthy of handling their unique business. We are thrilled to be associated with Shaadi.com. Matchmaking in itself is challenging and partnering with World's No 1 Matchmaking Service is a big responsibility. With our strong experience of clutter-breaking, engaging communication campaigns across industries, we are confident of taking the brand to greater heights."*

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

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, 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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