

PRESS RELEASE*For immediate release***Madison Media wins Zopper AOR**

New Delhi, May 30, 2016: Madison Media has just announced the win of another account, Zopper.com in Delhi. The account size is estimated to be Rs. 50 cr.

Zopper is India's largest Hyper local Marketplace, funded by Tiger Global, and has emerged as the front runner in bringing both online and offline retailers to a common platform for Indian consumers. Zopper helps its users find the best products, prices and offers from local retailers Online. Zopper is all set to expand its operations to over 50 cities in India, while hosting over 15000 offline retailers. The app is seeing impressive number of downloads in cities such as Mumbai, Bengaluru, Pune, Hyderabad, Chennai, Kolkata, Gurgaon, Noida and Ahmedabad.

Says Mr. Vikram Sakhuja, Group CEO, Madison Media & OOH, *“It is a proud moment for us to win Zopper. Targeting remains one of Media's greatest opportunities. And it would be exciting to unleash this capability in a hyper local retail context.”*

Says **Mr. Harneet Singh Rajpal, Chief Business Officer, Zopper.com**, “*Zopper has established itself as leading brand in the Hyperlocal space in a very short span of time. Our intent is to make the existing retailer ecosystem in India participate in the e-commerce journey and benefit from it. We believe that bringing together Offline and Online world would create a unique e-commerce model Made for India. It would create immense value for customers and retailers alike. To achieve this we are partnering with agencies who can do really innovative work. Madison has proved time and again that they can add great value to Media requirements of a brand. I am very sure that Madison’s strength in understanding of clients need, developing innovative strategies and unmatched execution would be huge plus for Zopper.*”

Madison Media Group has been on an account winning spree, having won a host of new businesses in 2015 and the first few months of 2016. The Delhi office has won key accounts of Snapdeal, OYO Rooms, NACO and Cricbuzz.com. Other key wins include, LeEco, SBI General Insurance, Policy Boss and many others.

In terms of awards, last year in 2015, 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! At the recent Prime Time Awards, the Agency also won *TV Media Agency of the Year* and at Golden Mikes, the *Radio Media Agency of the Year*.

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, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton, 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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