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**PRESS RELEASE***For immediate release***Madison Media wins media mandate for EPIC**

**Mumbai, July 23, 2013:** Madison Media has just announced the win of India's first genre specific Hindi entertainment channel EPIC. The account will be handled by Madison Media Sigma in Mumbai.

EPIC is India's first segmented Hindi entertainment channel that will offer content centered on Indian history, mythology and folklore. EPIC will have action, drama, comedy, supernatural and narrative non-fiction content, set against India's historical and mythological past.

Madison Media has been on an account winning spree, having recently won a host of new businesses including Raymond's Apparel, Piramal Healthcare, Maxx Mobile, McCain Foods and Ruchi Soya.

Says **Ms. Vanita Keswani, COO, Madison Media Sigma**, *"We are delighted to be helping India's first genre specific channel EPIC with their launch strategy, and we are looking forward to a long and mutually beneficial relationship"*.

Says, **Ms. Aparna Pandey, Business Head, EPIC**, *“With Madison’s expertise, we are sure to have the right delivery of our ideas through a robust media plan. We as a channel have many stories to tell and Madison has the means to deliver them to our audiences.”*

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.

#### About Epic Television Networks Pvt. Ltd.

Epic Television Networks Private Limited (“EPIC”) is an integrated media company incorporated in the year 2012. The company has been set up to build segmented offerings in television entertainment. The first offering is a channel named EPIC that creates new IPs, characters and stories in the space of Indian history and mythology. The network has been funded by a group of financial investors.

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