

PRESS RELEASE*For immediate release***Madison Media wins Policy Boss/ Landmark Insurance Media AOR**

Mumbai, December 31, 2015: Madison Media has ended 2015 with a bang, winning yet another account, Policy Boss /Landmark Insurance in Mumbai. The account was won in a multi-agency pitch and is expected to be a multi crore account with an estimated spend of over Rs 40 crore. . The account will be handled out of the agency's Mumbai office by Madison Media Sigma.

Policy Boss/Landmark Insurance Brokers is one of India's leading insurance brokers and deal with all types of insurance ranging from Car, Health, Term, Travel, Home, Office to Marine. Since its inception in 2003, Landmark has built a strong footprint in the Indian insurance industry with a full presence in 19 cities, catering to more than 3 Lakh customers and partnering with majorly all the insurance service providers. Their nationwide chain of offices, makes buying insurance and registering a claim a convenient pleasure. The company is planning to aggressively market its online portal, policyboss.com soon.

Says Mr. Susheel Tejuja, Managing Director, Policy Boss /Landmark Insurance, on choosing Madison Media, “ *Madison has helped establish world class brands in*

India and we are happy to associate and avail their experience in building our brand..”

Says Mr. Vikram Sakhuja, Group CEO, Madison Media & OOH, *“We are delighted with this new win and are looking forward to working and building Landmark Insurance’s online brand in the highly competitive online insurance space.”*

Madison Media Group has been on an account winning spree, having won a host of new businesses in 2015 including PepperTap, Snapdeal, OYO Rooms, Shaadi.com, Viber, Metro Cash & Carry, Cricbuzz.com, Amul Hosiery, DHFL, Ziggy.com, Milton, I Love Diamonds and Bandhan Bank among others.

In terms of awards, 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!

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, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, 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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