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**PRESS RELEASE***For immediate release***Madison Media wins traditional and digital media mandate for Max India's corporate campaign**

**Mumbai, January 29, 2013:** Madison Media has just announced the win of the Max India corporate account in Delhi. The agency will handle traditional media planning and buying for the client as well as the entire digital mandate including search, display, social, video and mobile. Madison Media has been handling the media business of one of Max India's subsidiaries, Max Life Insurance since 2008.

Last month Madison Media announced the appointment of Amit Duggal who joined the agency as Digital Director to drive the agency's digital agenda in the North and East market. Over the years, Madison has strengthened its digital capability and now offers a whole range of Digital services to its clients. Madison Media recently won a Yahoo Big Idea Chair for its campaign on airtel, *Har ek Friend Zarori Hai*. At the Emvies Awards held last year, Madison Media also won a Gold for Best Innovation in Digital (Video) for Cadbury Celebrations - Lonely Maa.

**Says Ms. Basabdatta Chowdhuri, CEO, Platinum Media,** *"We are delighted to be handling the corporate campaign for Max India and are confident of helping Max achieve its growth objectives".*

**Speaking about the campaign released through Madison, Vibha Rishi, Executive Director – Brand & Human Capital, Max India, said, “Max interacts with millions of lives through many million moments of truth. Each interaction results in a memorable and satisfying experience. We literally serve your need for health, wealth and happiness. The brand positioning captures this sentiment with two simple words... ‘For life’. We help our customers in navigating the often confusing complexities of insurance and healthcare.”**

**Nitin Thakur, Head – Communications, Max India, added, “With this campaign, we set out to consolidate our various service offerings under one umbrella brand, Max. The new communication aims to build trust for the corporate brand by virtue of which people can choose its constituent brands with more confidence . We have created a memorable campaign leveraging one of the most popular songs of all times.”**

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, Tata Tea, Shriram Transport Finance, Levis, SpiceJet, Domino’s, Bharti Axa, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Dish TV, Times Television Network, Indian Oil, Dixcy Textiles, Enamor Lingerie, Gowardhan Dairy, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.