

## Madison OOH wins Tata Motors Outdoor AOR

**MUMBAI, January 7, 2016:** Madison OOH, the outdoor arm of India's largest Indian – owned communication group Madison World, has just announced the win of Tata Motors' Outdoor AOR, for its passenger vehicle business. The agency's specialist unit Platinum Outdoor has won the business in a highly contested multi-agency pitch.

**According to Ms. Delna Avari, Head - Marketing Communication and Services, Passenger Vehicle Business Unit, Tata Motors** *"Madison OOH is one of the most creative media outdoor agencies and we are happy to have them as our media outdoor partners. Tata Motors is at a defining juncture in its evolution as it gears up to disrupt the passenger vehicles' industry with path-breaking offerings and exciting marketing campaigns. With the combination of our innovative campaigns and the immense expertise at Madison OOH, we are sure to stir up the outdoor space with some very interesting visual branding displays."*

**Speaking about this win, says Dipankar Sanyal, CEO, Platinum Outdoor,** *"We feel extremely proud and happy to be associated with Tata Motors. This was one of the most coveted pitches of 2015 and winning it at the end of 2015 gives us greater impetus for an excellent 2016. With our planning process and use of planning tools, creative thoughts and efficiency in buying we were able to demonstrate the value that Madison OOH brings to the table."*

Tata Motors has bagged over 51 awards for its innovative marketing campaigns, in the last fiscal year. The Company has evolved as an aggressive marketer with its go-to-market strategy and innovative consumer engagement plans. Taking its marketing strategy to the next level, the Company recently roped in Lionel Messi as its brand ambassador for its passenger vehicle business and will continue to create compelling communication campaigns for the business to connect with its customers innovatively.

With an aggressive product pipeline in place till 2020, the Company is currently gearing up for the launch of its recently showcased hatchback- ZICA. Taking the spirit of innovation further, the ZICA exudes cutting edge design, technology and driving dynamics that will create new benchmarks in the industry and strives to excite its customers globally with the best product experience.

Madison OOH recently announced its indigenously developed suite of planning tools to offer a more robust outdoor planning service to its clients. The suite includes **Madison Vu-on-street**: a complex site selection and plan evaluation tool in an easy-to-use software, that covers 18,000 large format sites in top 18 cities of the country. **Madison Vicinity** enables creating multi touch point centric plans at a macro level and even provides an opportunity to do micro level hyper localization. **Madison**

**Maxemiser** facilitates the distribution of media investment budgets in the targeted cities using a database, enabling a more scientific basis for budget allocation.

Madison OOH has won several awards recently including 1 Gold, 1 Silver and 5 Bronze at the OAC awards, a Gold at Goafest Abby 2015, 16 awards at E4M Neon Awards 2015 and 12 awards at Asian Consumer Engagement Forum 2015.

**About Madison OOH**

Madison OOH is a part of Madison World and operates several brands including MOMS, Platinum Outdoor, Activation specialist - Madison IES, Rural specialist - Anugrah Madison, Out-Sel and Entrust. Madison OOH group handles marquee clients like Samsung, Asian Paints, Kotak, Omkar, Marico, Raymond, Toyota, ITC, Aircel, Idea, amongst many others.

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**About Tata Motors**

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,62,796 crores (USD 42.04 billion) in 2014-15. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 8 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

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