

MADISON **OUT OF HOME**

Madison OOH restructures top management team

Dipankar Sanyal promoted to CEO Platinum Media; Jayesh Yagnik promoted to COO, MOMS

MUMBAI, October 26, 2015: Madison OOH, the outdoor arm of India's largest Indian – owned communication group, Madison World has just announced restructuring of its senior management team that will come into effect from November 1, 2015.

Dipankar Sanyal, current COO of MOMS, promoted to CEO Platinum Outdoor Dipankar with over 20 years of experience in Outdoor, has been with the Agency for the last 11 years and has been instrumental in driving and shaping MOMS to what it is today. Before joining Madison, he worked with Vantage, Out-Sel, Portland, Zenith Media and RK Swamy.

Jayesh Yagnik, current VP of MOMS, West & South promoted to COO, MOMS with national responsibility. Jayesh with over 15 years experience has been with MOMS for 12 years now. He joined the Agency as an Asst. Manager and slowly rose to the top and transformed the agency's West branch.

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Neeraj Ved, current GM of MOMS West, promoted to VP MOMS West & South. Neeraj has been with the agency for almost 10 years and joined as a Management Trainee.

Krishnendu Ghosh, current VP MOMS North & East, promoted to National Head Buying for Madison OOH. With a total outdoor experience of 15 years, out of which 13 have been with Madison, Krishnendu is well suited to take on this role.

Saumen Roy, current GM, Madison IES, promoted to VP, Madison IES. Saumen has been with the agency for the last 5 years and has been driving Madison IES ever since. Before joining Madison, he worked with JWT, Ogilvy, 360 degrees and Linterland.

Speaking about these changes, Soumitra Bhattacharyya, CEO Madison OOH, says *“At Madison, we are a meritocracy and strongly believe in recognizing and rewarding our home grown talent. The strong leadership team we have now put in place will help Madison OOH delight its existing clients by establishing new benchmarks in service and quality standards and achieve aggressive growth as a by product.”*

The Madison OOH team is further going to be empowered with Vikram Sakhuja, Group CEO, Madison Media & OOH who took charge last week (October 19, onwards).

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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.

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 Mondelez, Samsung, Asian Paints, Kotak, Omkar, Marico, Raymond, Toyota, ITC, Aircel, Idea, amongst many others.

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