

Press Release

For Immediate Release

MADISON MEDIA WINS AIRTEL MEDIA AOR IN SRI LANKA

Mumbai: March 11, 2008: As Airtel India's largest mobile service operator gets ready to launch in Sri Lanka it has announced the appointment of Madison Media, Sri Lanka as its Media AOR in Sri Lanka.

Madison Media is the AOR for Airtel in India and also the AOR for other Bharti group companies like Bharti AXA Life Insurance, Bharti AXA Mutual Fund, Bharti DTH and Bharti Retail.

Airtel evaluated only 2 agencies in Sri Lanka – Mindshare and Madison and chose Madison after hearing presentations from both in Sri Lanka 3 weeks ago.

Mr. Gopal Vittal, Director Marketing & Communications, Airtel, said, "Madison Media has been our strong partner and has played a part in Airtel's success story in India and we are confident that they will extend the same strong support in Sri Lanka too and deliver all that it takes to make us succeed in the market place."

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World,** "We are delighted on hearing Airtel's decision and are confident that the Madison Way in Media will work in Sri Lanka too. If P&G gave us a head start in Media in India, Airtel is doing that in Sri Lanka."

Last week, Madison Media won a Valuable Partner Award from Airtel, in the Category of Marketing Support from among 5 contestants.

Madison Media is India's largest independent Media group dealing with large multinational clients like P&G, Coca Cola, Cadbury and General Motors and large Indian clients like Godrej, Marico, TVS and Essel group among others, with a billing of over Rs 1300 crores in traditional Media alone excluding Outdoor.

Madison Media is a part of Madison World, which also has specialist Units in Advertising, Outdoor, PR, Retail, Rural, Entertainment, Mobile and Sports, employing over 500 Communication professionals across 7 cities in India.