

MADISON MEDIA WINS 325 crores worth of new business

Mumbai August 6, 2008: Madison Media, India's most admired Media agency has quietly acquired a sizeable amount of business over the last few months. The new business wins include:

- Indian Oil
- Max New York Life
- Spice Jet
- Bharti AXA Mutual Fund
- Bharti AXA General Insurance
- Bharti Retail
- Bharti DTH

These wins come on the back of earlier wins of BBC World Services Trust, Bacardi, Axis Bank, AOL and Lodha group.

Says Ms. Punitha Arumugam, Madison Media Group CEO, *"Madison Media has never had a strategy for business development, our only business development tool is to delight our existing clients with outstanding delivery. In hindsight this is the most effective and powerful new business strategy any agency can adopt."*

Madison Media, recently in the news for winning the top media award at EMVIES 2008, THE GRAND EMVIE handles media planning and buying for blue chip clients like Airtel, Coca Cola, Airtel, Godrej, Cadbury, General Motors, Marico, Essel Group, Asian Paints, TVS, AIG, Tata Tea, Tata Chemicals, Blue Star, Acer, Mother Dairy, McDonalds, Dominos, amongst others.

Madison Media is a part of Madison World which also has specialist units in Advertising, Outdoor, PR, Rural, Retail, Entertainment, BTL, Mobile, Sports and Events; employing over 600 communication professionals across 7 cities in India, Sri Lanka and Thailand.