



**PRESS RELEASE**

*For immediate release*

**Madison World's Platinum Media wins Dixcy media AOR**

**Mumbai, February 16, 2012:** Platinum Media, a unit of Madison Media Group has just announced that it has won the media planning and buying account of Dixcy Textiles. The account was previously handled by MPG and is estimated to be at Rs 25 crores. Tirupur based Hosiery giant, Dixcy Textiles markets its products under the names Dixcy and Dixcy Scott. Within a short span, the company has been able to garner a healthy market share because of high customer satisfaction of all products offered by the company. The company is into inner wear, thermal wear and casual wear and has aggressive growth plans.

**Says Ms. Basabdutta Chowdhury, CEO, Platinum Media,** *“We are delighted that Dixcy has appointed us as their Media AOR and am confident that we will be able to add a lot of value to their business and look forward to a long and mutually beneficial partnership.”*

**Says Mr. Rahul Sikka, Director, Dixcy Textiles,** *“Talks were on for almost two years about this shift and also new product launches and the expertise of the agency to handle the same has made us take this decision.”*



Madison Media Group comprising Madison Media and Platinum Media is India's foremost media agency group handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury/Kraft, ITC, General Motors, Marico, McDonald's TVS, Britannia, Procter & Gamble, Asian Paints, Tata Tea, Shriram Transport Finance, Levis, SpiceJet, Axis Bank, Domino's, Bharti Axa, MaxNewyork Life Insurance, Tata Salt, Acer, Dish TV, Imagine TV, Times Television Network, Indian Oil and many others. The gross billing of Madison Media is Rs. 3000 crores.