

**FOR IMMEDIATE RELEASE**

## **Madison Public Relations bags over 30 Marquee Clients**

**MUMBAI, 11 May 2016** - Madison Public Relations today announced that 2015-16 has been yet another year of continuous and strong growth. The agency added over 30 marquee brands to its growing client roster. The agency attributes its success to its innovative campaigns, strong results delivered for clients, and a company culture that promotes professionalism, performance and fun-at-work.

Madison PR in the past few months has added significant new and market-leading names, including **ITC Foods, Arvind Fashion, Arvind Sports, Madhya Pradesh Government, Asian Paints, Crompton, Welspun (SPACES), Gemfields PLC, Zivame, Monarch Cruise, Indigo Deli, Bosch Power Tools, Sun Pharma, Indian Machine Tool Manufacturer's Association, Kellogg's, Bisleri and Cargill Foods among others.**

Madison PR also recently launched 2 new Practices for IT and BFSI, which have added new clients like **Karvy Financial, Synopsys and GSN Games.**

The agency, with its strong focus on performance and client delight, continued to be the PR agency of choice in the FMCG sector with long-standing clients such as P&G, Café Coffee Day, Bunge India and Hamdard Labs and also continued to expand its impressive portfolio in Luxury, Lifestyle & Health Care categories with clients such as **PUMA, Soch, Levi's, Shangri-la, Marriott Group, H & R Johnson, Nitco, Apollo Health and Lifestyle, Apollo White Dental, GSK, Trivitron and Maxivision** to name a few.

On the achievement, ***Paresh Chaudhry, Chief Executive Officer, MPR*** commented, "The past year has been very exciting and encouraging for MPR. With our full-suite of PR and Communication capabilities, the past 5 years has seen substantial growth, year-on-year. With our over 30 new clients, we've strengthened all our existing Practices, especially in FMCG, Lifestyle, Hospitality and Healthcare sectors – and added two additional new practices to our overall offering. Our team's growing reputation to constantly innovate, our emphasis on long-term strategic partnerships with our clients and the determination to improve client experiences has played an important role in both our growth and the multiple awards that we continue to win in India and abroad."

Sam Balsara, Chairman, Madison World said "I am delighted that Madison PR has grown well over the last few years and particularly in 15-16 when it added as many as 30 new marquee clients. PR is an

important function for all brands, and those brands that use advertising but do not supplement with use of PR are missing a big trick.”

As Public Relations is increasingly becoming one of the cornerstones of Integrated Marketing Communications for all Companies and Brands, Madison PR is focused on identifying new opportunities, expanding portfolio, and attracting best-in-class talent to lead into a new phase of solution-led communication.

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### **About Madison Public Relations**

Madison Public Relations (MPR) is a 20-year young Corporate Communications company that understands a Brand’s vision and supports it with Public Relations inputs. Madison PR uses its journalistic roots, storytelling skills, brand building strategies and digital content production capabilities to wrap each brand’s key message and positioning through inspiring content that educates, informs and entertains. Madison PR is a unit of Madison World, a 28-year old diversified communication group, with 26 units across 9 specialized functions of Advertising, Media, Business Analytics, Out-Of-Home, Retail, Entertainment, Mobile and Sports, in addition to PR.

### **For any further information:**

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