

## **PRESS RELEASE**

*For immediate release*

### **TVS-Bangalore's largest account moves to Madison Media**

**February 9, 2005:** Madison Media continues its dream run of selectively winning large and prestigious media accounts. With TVS Motors awarding its near Rs 100-crore account to Madison Media this morning, that's one more in Madison Media's kitty. Madison Media had earlier in the financial year walked away with large prestigious accounts like Airtel, Marico, Jagran, Mcdonald's and Tata-AIG.

Madison Media has been awarded responsibilities for both Media Buying and Media Planning for this almost Rs. 100 crore account, including regional advertising. The account was awarded to Madison based on a Strategic and Balanced approach to both Planning and Buying, presented to the senior management of TVS along with the marketing team. The account will be handled from Madison Media's Bangalore office.

The TVS account has been handled by Universal McCann for the last 4 years.

Says, Ajit Varghese, General Manager, Madison Media, who controls the Bangalore operations of Madison Media "We are delighted that Bangalore's largest account has been won by us in stiff competition. We are confident that our innovative strategies and strong infrastructure will work well for TVS."

An obviously delighted Mr. Sam Balsara, Chairman & Managing Director of Madison Communications says, “Madison Media offers its services to very few clients, and I am glad that Madison’s principled approach at pitches, is slowly but surely finding favour with large, media savvy clients”.

Madison Media handles a select number of large and prestigious clients including Coca-Cola, P&G, Godrej Consumer Products, Godrej Sara Lee, Kinetic, Hyundai, Playwin, ACER, Asian Paints, Kotak and Cadbury. The 780-crore Madison Media is a part of Madison Communications, which has 7 specialized units in Creative, Outdoor, PR, Rural, Retail and Entertainment, apart from Media.

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