

PRESS RELEASE

For immediate release

TATA CHEMICALS awards its AOR to MADISON MEDIA

MUMBAI, April 4th, 2005: Madison Media continues its dream run and has started this new financial year by winning their third TATA AOR with TATA CHEMICALS. The major advertised brand of Tata Chemicals is Tata Salt. Madison Media won this AOR in a pitch that included three other agencies (Starcom, Lodestar and the incumbent The Media Edge).

Says Sandipan Ghosh, Marketing Manager, TATA CHEMICALS, *“We decided to award the media planning and buying AOR to MADISON MEDIA as we were impressed with their strategic approach, innovation focused culture and more importantly the passion that they succeed in bringing to their clients business ”*

Mr. Sam Balsara, Chairman & Managing Director of Madison Communications says, *“We are delighted to add another prestigious TATA brand to our already existing kitty of TATA AIG and TATA TEA. I am sure our existing expertise in handling numerous FMCG brands combined with TATA SALT’s innovative thinking will help us to set new media benchmarks in the category”*

With this win, MADISON MEDIA adds yet another AOR to a year of consistent business wins like Airtel, Marico, Jagran, McDonald’s, Tata-AIG, TVS and Tata Tea. The account will be handled from Madison Media’s Bombay office.

TATA SALT, the lead brand of TATA CHEMICALS was rated the most trusted food brand in the Brand Equity 2004 Survey. The company created history by carving a market for branded salt with TATA SALT, in what was otherwise a highly commodotised salt category. TATA SALT sowed the seeds and set the standard for this category in the food additives segment.

Madison Media handles a select number of large and prestigious clients including Coca-Cola, P&G, Godrej Consumer Products, Godrej Sara Lee, Kinetic, Dominos, Perfetti, Hyundai, Essel group, ACER, Asian Paints, Indo Nissan, Kotak and Cadbury. The 850-900 crores Madison Media is a part of Madison Communications, which has 7 specialized units in Creative, Outdoor, PR, Rural, Retail and Entertainment, apart from Media.
