



Vikram Sakhuja to join Madison Media group as Equity Partner

Mumbai, April 21, 2015: Madison World is delighted to announce that Vikram Sakhuja is set to join the Madison Media Group including OOH as Partner and Group CEO. Vikram will be responsible for the Media and OOH business of Madison World and will work closely with Sam Balsara.

An alumnus of IIT Delhi and IIM Calcutta, Vikram has over 28 years of experience with Advertisers (P&G, Coca-Cola), Broadcaster (Star TV) and Media Agency (GroupM). His former roles include Global Strategic Development Officer GroupM, Global CEO of Maxus, CEO of GroupM South Asia and Mindshare South Asia.

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World**, *"I am delighted to have Vikram come on board and partner us in Madison. I know Vikram as a true blue professional, over the last 20 years, first as a Client, then a Media partner and finally as a formidable competitor. I am confident that he will be able to contribute significantly to our Clients' business growth and success, by providing the right strategic direction, given his vast and rich experience".*

Says **Vikram Sakhuja**, *"I am truly excited at the prospect of returning home to India and in an entrepreneurial capacity. It is also a privilege to now partner a person who initiated me into media in my Client days. Media has never been more exciting, and I look forward to further strengthening an already iconic Agency brand."*



Gautam Kiyawat, current Madison Media Group CEO has, for personal reasons decided to relocate to Singapore. Says **Sam Balsara**: *“I would like to place on record Gautam’s substantial contribution to Madison Media in the 3 years that he has been with us, especially in the area of growing our people and working as a team. I thank Gautam for his contribution and wish him all the best in his future endeavours”*.

Madison Media was in the news earlier for winning the only Gold at the Festival of Media Asia Pacific awards held in Singapore last month.

Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Godrej, Mondelez, ITC, Marico, McDonald’s, Raymond, Piramal Healthcare, TVS, Levis, Domino’s, BhartiAxa, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Lafarge Cement, Crompton Greaves, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, Viber, Lenskart, Metro Cash and Carry, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.

For more information, please contact Mr. Sam Balsara – +919892000678