

PRESS RELEASE

For immediate release

Airtel chooses Madison to handle its mega integrated media account

**Telco expands Madison's charter to include Outdoor and Digital.
Madison pips 6 leading agencies to win Airtel contract**

Delhi, June 4, 2010: The result of the country's leading Telco operator Airtel's media pitch is finally out and the agonizing wait for all agencies is over. The winner: **Madison Media**. Madison Media is the country's leading media agency and Airtel's decision should prove a relief not just to Madison, but to a host of other agencies, since if Madison did not win the Airtel account, it was widely anticipated that a series of re-alignments could have taken place in industry. Madison Media has been Airtel's Media Agency for over 5 years and has now gone one step ahead in expanding its relationship, to include Outdoor and Digital.

Says **Mr. Mohit Beotra, Airtel**, *"As part of the review we scanned the entire market and evaluated agencies on their infrastructure, current level of expertise and capabilities, past track record and came to the conclusion that Madison, the incumbent agency had what it takes to best meet our requirements and help us face the challenges that lie ahead of us. We also evaluated other units of Madison World and have decided to place our Outdoor and Digital business too with Madison Media."*



Madison World which has a dominant presence in Outdoor through its two Outdoor companies – MOMS & Platinum will set up a dedicated Outdoor team within Madison Media to handle the Airtel Outdoor account. Hitherto the Airtel Outdoor account was with Portland, a unit of Group M.

Unlike other agencies that have a separate Digital unit, Madison Media offers digital as part of its offering.

Says Mr. Sam Balsara, Chairman & Managing Director, Madison World, *“We are absolutely delighted that those of our clients who for process reasons or whatever find the need to occasionally scan the market, invariably choose Madison after being reassured that Madison offers an unbeatable combination of infrastructure, skill sets and technical expertise bound together by a much admired value system. Airtel is a unique Company that has demonstrated that Indian Companies can also achieve scale and profitability on the back of innovation, professionalism and determination and it is a privilege for us to have Airtel as our client.”*

Madison Media handles the Airtel account in Srilanka too.

ABOUT MADISON: Madison Media handles a select number of large and prestigious clients including ACER, AIG, Asian Paints, Britannia, Cadbury, Coca-Cola, Dish TV, Domino’s, General Motors, Godrej Consumer Products, Godrej Sara Lee, Indian Oil, Levi’s, Marico, Max New York Life, McDonald’s, NDTV Imagine, Shriram Finance, Tata Chemicals, Tata Tea, and TVS.

Madison Media is a part of Madison World which also has specialist units in Advertising, Out-of-Home, PR, Mobile, Rural, Retail, Sports and Entertainment; employing over 800 communication professionals across India, Sri Lanka and Thailand. Visit us at www.madisonindia.com



The Rs. 2300-crore Madison Media Group is a part of Madison World that has 20 specialist units across 10 functional areas with a staff of over 800 communications professionals in seven cities across India.

ABOUT AIRTEL:

Bharti Airtel Limited, a group company of Bharti Enterprises, is among Asia's leading integrated telecom services providers with operations in India, Sri Lanka and Bangladesh. The company has an aggregate of around 141 million customers across its operations.

Bharti Airtel has been ranked among the six best performing technology companies in the world by Business Week. Bharti Airtel is structured as four strategic business units - Mobile, Telemedia, Enterprise and Digital TV. The mobile business offers services in India, Sri Lanka and Bangladesh. The Telemedia business provides broadband, IPTV and telephone services in 89 Indian cities. The Enterprise business provides end-to-end telecom solutions to corporate customers and national and international long distance services to carriers. The Digital TV business provides DTH services across India. All these services are provided under the Airtel brand (excluding Bangladesh currently). Airtel's national high-speed optic fiber network currently spans over 126,357 Rkms across India. Airtel's international network infrastructure includes ownership of the i2i submarine cable system and consortium ownership in five global undersea cable systems, SEA-ME-WE 4, EIG, I-ME-WE, AAG and UNITY. For more information, visit www.airtel.in.



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