

Indian Media Agency REPORT

Billings across measured media for top 500 Advertising/Product categories
& exchange4media - Nielsen Media Agency Perception Track

Madison Media comes out with flying colours in the 1st edition of E4M Indian Media Agency Report

1

Madison Media tops Media Agency Equity Index amongst FMCG, Banking and Insurance Clients.

1

Madison Media tops ranking among Media Agency Professionals, rated as Most Favourite and Most Recommended Media Agency.

2

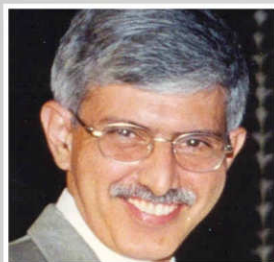
Madison Media is the second largest agency amongst Media Planning Agencies.

2

Madison World is the second largest Agency amongst Media Buying Agencies.

BRANDEQUITY
AGENCY RECKONER 2009

Sam Balsara ranked most influential person in Media for the 4th consecutive year and the 4th most influential person in Advertising.



Punitha Arumugam ranked amongst Top 10 most influential people in Media for the 2nd consecutive year.