

**PRESS RELEASE**

*For immediate release*

## **Madison MediaGroup wins Cordlife Media AOR**

**Mumbai, Wednesday, August 27, 2014:** Platinum Media, a part of Madison Media Group has won the media mandate of Cordlife. The account was won in multi-agency pitch. The account will be handled from the Kolkata office.

Cordlife, a leading multi-national with a multi-product portfolio, operating in the healthcare domain. It operates the largest network of Stem Cell Banks in the Asia Pacific Region covering Singapore, Hong Kong, India, Indonesia, Philippines, Malaysia and has strategic investments in China Cord Blood Corporation (CCBC), one of the leading Stem Cell Bank in China. All the Banking facilities of the Group are designed as per International standards and adhere to the same, benchmarked against the International best practices. Cordlife India being one of the leading players in the industry operates more than 60 centers across the

country and has its state-of-the-art processing & storage facility capable of storing 1,50,000 units scalable by another few lakhs.

Commenting on this development, **Mr. Meghnath Roy Chowdhury, Managing Director, CordLife** said, *“Reaching out to prospective clients by creating a mass awareness and creating faith in the concept was the biggest challenge we faced when we started off. As a company we have always wanted to make our services available to all expectant parents as we believe banking their baby’s stem cells would be the first responsible step towards parenthood to help protect their child’s health in future. Standing today in 2014, the increasing level of awareness and acceptance amongst people across the globe regarding stem cell banking & its application, we decided it was the right time to launch our ATL activities to reach out to all those expectant parents willing to know more and avail our services.”*

Says **Ms. Basabdatta Chowdhuri, CEO, Platinum Media**, *“We are delighted with this new win and are confident that we can add strategic value in building the Cordlife brand in the country.”*

A month ago, the agency's Kolkata branch also won the media mandate for Senco Gold & Diamonds.

Madison Media was recently in the limelight for handling the entire media mandate for BJP.

Madison Media Group handles media planning and buying for blue chip clients including Airtel, Godrej, Mondelez (formerly Cadbury), ITC, Marico, McDonald's TVS, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino's, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.