

Madison Media wins Crompton Greaves AOR

Mumbai, April 23, 2012: Madison Media Sigma has just announced the win of Crompton Greave Ltd. The agency will handle its entire range of Products including fans, lights, lighting fixtures, pumps and electric appliances.

Says Mr. Sam Balsara, Chairman & Managing Director, Madison World, “We are delighted to add a reputed global engineering conglomerate like Crompton Greaves in our roster of clients and are confident of helping Crompton Greaves get its rightful share and more in India’s growing market.”

Says Ms. Vanita Keswani, COO Madison Media Sigma, “I look forward to working on a new and diverse set of categories and creating powerful media strategies for the entire portfolio.”

Madison Media was recently in the news for winning Dixcy Textile’s Media AOR. Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury, ITC, General Motors, Marico, McDonald’s TVS, Britannia, Procter & Gamble, Asian Paints, Tata Tea, Shriram Transport Finance, Levis, SpiceJet, Axis Bank, Domino’s, Bharti Axa, MaxNewyork Life Insurance, Tata Salt, Acer, Dish TV, Imagine TV, Times Television Network, Indian Oil and many others. The gross billing of Madison Media is Rs. 3000 crores.

