

PRESS RELEASE

For immediate release □

Madison Media wins Enamor media AOR in a multi-agency pitch

Mumbai, April 30, 2012: Madison Media Omega has just announced the win of media AOR of Gokaldas Intimatewear P Ltd makers of *Enamor* lingerie. The Account was won in a multi agency pitch. The agencies that participated in the Pitch were Maxus, OMD and R K Swamy Media. The account was previously handled by Lintas Media Group. The account will be handled out of Madison's Bangalore office.

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World**, *"We are delighted that Enamor has chosen us and are confident that we will be able to add a lot of value to their business. We are also happy to add a new product category to our portfolio."*

Madison Media was recently in the news for winning the Crompton Greaves and Dixcy Textile's Media AOR.

At the recent Goafest 2012 awards Madison Media won 4 awards, including 1 Gold for Best Use of Newspapers & Magazines for Parachute Advanced Ayurvedic Hair Oil; 2 Silver's for Best Use of Internet & Digital Media for Airtel and Best Use of Branded Content for Cadbury and 1 Bronze for Best Use of Events and Stunts for Cadbury Celebrations.

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, Crompton Greaves, Axis Bank, Domino's, Bharti Axa, MaxNewyork Life Insurance, Tata Salt, Acer, Dish TV, Times Television Network, Indian Oil, Dixcy Textiles and many others. The gross billing of Madison Media is Rs. 3000 crores.