

**PRESS RELEASE***For immediate release* □**Madison Media on account winning spree  
-Wins Gowardhan (Dairy) Media AOR**

**Mumbai, June 27, 2012:** Madison Media Infinity has just announced the win of Parag Milk Foods, the makers of Go and Gowardhan milk based products like cheese, milk, ghee, etc... The account was previously handled by Carat.

Says **Mr. Gautam Kiyawat, Group CEO, Madison Media & Platinum Media** *“We are delighted to add Go to our portfolio of clients and are confident of adding a lot of value to their businesses and starting a long and mutually beneficial relationship.”*

Says **Mr. Devendra Shah, Chairman, Parag Milk Foods Pvt Ltd,** *“We have partnered with Madison Media considering their strength and hopeful that their strength will definitely help us to draw our future growth path strategically.”*

Madison Media was recently in the news for winning Dixcy Textiles, Enamor and Crompton Greaves Media AORs.

At the 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 is a part of Madison World which also has specialist units in Advertising, Business Analytics, Out-of-Home, PR, Mobile, Rural, Retail, Sports and Entertainment; employing over 1000 communication professionals across India, Sri Lanka and Thailand. Visit us at [www.madisonindia.com](http://www.madisonindia.com)

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, Asian Paints, Tata Tea, Shriram Transport Finance, Levis, SpiceJet, Domino's, Bharti Axa, MaxNewyork Life Insurance, Tata Salt, Acer, Dish TV, Times Television Network, Indian Oil and many others. The gross billing of Madison Media is Rs. 3000 crores.