

PRESS RELEASE*For immediate release***Madison Media Group wins HomeShop18 Media AOR**

Mumbai, December 9, 2013: Madison Media Group has been appointed as the media AOR (Agency on Record) for India's leading Shopping channel, Homeshop18, part of the Network 18 group. The account will be handled by Platinum Media in Delhi. The account was previously handled by Mindshare and the estimated media spend is in the range of Rs. 30 crores.

Commenting on this development, **Mr. Vikrant Khanna, Chief Marketing Officer, HomeShop18** said, *"Homeshop18 is proud to be associated with Madison, which is the leading media planning agency in the country. I am confident they will be a strong partner in our journey to become India's leading virtual commerce player. Having worked with Madison in the past I know that Madison is best equipped to help us reach our intended audience in the most economical and integrated way."*

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 HomeShop18 brand in the country."*

Madison Media has been on an account winning spree, having recently won a host of new businesses including Raymond Apparel, Piramal Healthcare, Epic Channel, McCain Foods, Ruchi Soya, Max India's corporate account, Café Coffee Day, Radikal Rice and Crompton Greaves.

...2/-

: 2 :

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury/Kraft, ITC, General Motors, Marico, McDonald's TVS, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino's, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Dish TV, 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.