

PRESS RELEASE*For immediate release***Madison Media Group wins McCain Foods AOR**

Mumbai, March 21, 2013: As, Madison World celebrates its 25th Anniversary today, the day has become even more special since the agency has just announced the win of McCain Foods Account. The account will be handled by Platinum Media in Delhi. McCain plans to substantially increase its spends in the coming year. The account was previously handled by Zenith Optimedia.

McCain Foods India Pvt. Ltd, the Indian subsidiary of McCain Foods Canada – the world’s largest producer of frozen French fries and potato specialty products. McCain focuses on providing great variety to customers and has a delectable range of products including, world favourites like McCain French Fries, McCain Smiles and local delights such as McCain Aloo Tikki, Idli Sambar Combo and real cheese appetizers like McCain Cheese & Jalapeno Nuggets and Potato Cheese Shotz.

Madison Media has been on an account winning spree, having recently won a host of new businesses including Ruchi Soya, Max India’s corporate account, Café Coffee Day, Radikal Rice and Crompton Greaves.

Says **Mr. Gautam Kiyawat, Group CEO, Madison Media**, *“McCain as a brand has tremendous potential in the Indian market and I am excited to have them onboard as our client and we are confident of helping them achieve their rightful dominant share”*.

Says **Ms. Basabdatta Chowdhuri, CEO, Platinum Media**, *“We are absolutely delighted with this new win and confident to deliver impact and value for McCain products in India. What makes this win even more special is that it comes on our 25th anniversary”*.

Speaking about the development, **Mr. Vikas Mittal, Managing Director, McCain Foods India Pvt Ltd.** said, *“McCain brand is driving growth of frozen snacks in India. In pursuance, we have a line-up of new business strategies and accompanying communication initiatives. Today, we are looking at increasing our media presence across all touch points.”*

Ms. Gunjan Pandey, General Manager-Marketing, McCain Foods India added *“We wanted to take on board an agency that complimented our brand communication strategies. We are happy to announce the appointment of ‘Madison Media’ and we look forward to create a more distinct market space for McCain.”*

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, Shriram Transport Finance, 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.