

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

Dewan Housing Finance Corporation Limited is India's second largest housing finance company in the private sector

Mumbai, January 23, 2015: Madison Media Sigma, a part of Madison Media Group has just announced the win of Dewan Housing Finance Corporation Limited (DHFL). The account was won in a multi agency pitch where the other agencies that participated were Maxus, Lodestar and Zenith Optimedia. The account size is estimated to be Rs 50 crores and the account will be handled out of the agency's Mumbai office.

Dewan Housing Finance Corporation Limited is India's second largest housing finance company in the private sector offering a vast array of Home Loan products, including Home Loans, Plot Loans, Construction Loans, Loans against Property, Mortgage Loans and Project Loans. The Company also offers a range of Fixed Deposit products that ensure high yield, safety and liquidity. Further, DHFL offers customized insurance solutions that are designed in association with leading insurance providers.

DHFL has recently signed up **Shah Rukh Khan** as its Brand Ambassador and has launched an integrated marketing campaign '**Ghar Jaisa Loan**' featuring **Shah Rukh Khan**. This is DHFL's largest ad campaign, since inception in 1984, and is aimed to reinforce the Founder's Vision of the Company *of enabling every Indian to own a home of his own*.

The '**Ghar Jaisa Loan**' campaign centers around how DHFL has been encouraging the lower and middle income segment in India to dream of owning a home. It further describes how the company has been helping customers realise their dream of home ownership through product innovation and deferential service.

Check out the DHFL Ghar Jaisa Loan ad on:

<https://www.youtube.com/user/dhflmarketing>

Commenting on the campaign, **Mr Vijay Sinha, President Housing Finance, DHFL** said, We, at DHFL, have remained committed to our founders vision of "A home for every Indian". Our mission of enabling this noble vision is truly reflected in our new ad campaign 'Ghar Jaisa Loan' in association with Mr. Shah Rukh Khan. The campaign will provide further impetus to our cherished mission of reaching out to a wider audience and support their dreams of having a home of their own, specially amongst the low & middle income segment across the country.

Says **Ms. Vanita Keswani, COO, Madison Media Sigma**, *"We are delighted with this new win and are confident that we can add strategic value in making the DHFL brand a household name across the country."*

Madison Media Group has been on an account winning spree, having won a host of new businesses in 2014 including Lafarge Cement, EPIC channel, Nirav Modi, Senco Gold, Total Environment, Wockhardt Hospitals, Zivame, Cordlife, Lenskart and the mother of all media accounts of 2014, the media mandate for BJP for the national elections and for Maharashtra, Haryana, Jammu & Kashmir and the current Delhi election.

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Mondelez (formerly Cadbury), ITC, Marico, McDonald's, TVS, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino's, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, HomeShop 18, Café Coffee Day and many others. The gross billing of Madison Media Group is about Rs. 3000 crores.

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