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PRESS RELEASE*For immediate release***Madison Media Group wins Ruchi Soya AOR**

Mumbai, February 19, 2013: Madison Media has just announced the win of the Ruchi Soya Industries, Consumer Brands Division account in Mumbai. Madison Media Sigma will handle traditional media planning and buying for the client with an approximate spend of Rs. 30 crores. The account was previously handled by Mec.

Nutrela is a pioneer and market leader in branded soya food category and other healthy food products which includes Soya Chunks and Granules, cooking oils, and Table Spread.

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

Says **Mr. Gautam Kiyawat, Group CEO, Madison Media**, *"We are delighted with this new win and confident to take Ruchi Soya group and Brand Nutrela to greater heights and are looking forward to a long and mutually beneficial partnership"*.

Says Mr. Sandipan Ghosh, AVP Marketing, Consumer Brands Division, Ruchi Soya Industries, *“We wanted a Partner who values our business and brands and provides a turnkey differentiated media solution. Madison is an obvious choice for the same.”*

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, Dixcy Textiles, Enamor Lingerie, Gowardhan Dairy, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.