

PRESS RELEASE*For immediate release***Madison Media appoints Vinay Hegde as Sr. Vice President Buying based in
Mumbai**

Mumbai, October 18, 2016: Madison Media has just announced the appointment of Vinay Hegde as Sr. Vice President Buying reporting into Neelkamal Sharma, COO – Buying for the group. Vinay joins the agency from Starcom Mediavest Group where he was National Trading Director.

Vinay has over 20 years of experience having worked in Mindshare Fulcrum for over 10 years handling buying for Unilever business. He has also worked in Disney as Director Revenue Strategy and HTA and Percept previously.

Says Mr. Vikram Sakhuja, Group CEO, Madison Media & OOH, *“I am delighted to have Vinay join our team. I have known him as a fantastic Buyer whose understanding of the Indian TV environment is second to none. He will bring considerable heft to Madison’s prodigious Buying strength.”*

Says Mr. Vinay Hegde, on his appointment, *“I am delighted and look forward to using my experience to contribute to the crystallization of the vision of the*

leadership team here at Madison. In my view Madison is the quintessential example of an agency with strong foundations built on human spirit by the enigmatic and brilliant Sam Balsara and now infused with a fresh energy by the charismatic Vikram Sakhuja. ”

Madison Media Group has been on an account-winning spree, having won a host of new businesses in 2016, including LeEco, Dixcy Scott, Gopaljee, Lifo, Zopper, Allansons, RBL bank amongst others. In terms of awards too, Madison Media was crowned, **TV Media Agency of the Year 2016** at PRIME TIME AWARDS; **Print Media Agency of the Year 2015**, at INK AWARDS and **Radio Media Agency of the Year 2016, 2015** at RADIO MIKES!

Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Godrej, ITC, Marico, Snapdeal, McDonald’s, TVS, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino’s, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton, Indian Oil, Gowardhan Dairy, Café Coffee Day and many others. The gross billing of Madison Media Group is about Rs. 3,750 crores.

For more information, please contact Mr. Vikram Sakhuja - 09821099105