

**PRESS RELEASE**

*For immediate release* ▣

**A lot is happening over coffee!  
Madison Media wins Café Coffee Day Media AOR**

**Mumbai, December 4, 2012:** Madison Media has been appointed as the media AoR (Agency on Record) for India's leading chain of coffee Cafés, Café Coffee Day (CCD). Being the pioneers of the café culture in the country and an innovator in the category, CCD today has over 1,450 cafes across over 185 cities and growing.

Café Coffee Day (CCD) as a brand has never advertised in mass media in the last 16 years of its existence. It has been built solely through unique and pioneering marketing initiatives, coffee category building activities, public relations, social media, engaging the ever aspirational Indian consumer. However, today with brand presence expanding over 185 cities into newer, emerging towns and markets, it's time for the brand to introduce their first ever television commercial campaign "*Sit Down*" aiming to reinforce itself into every single household in India, as they make inroads into several newer and unconventional markets. The account size is estimated to be approx Rs. 40 crores and will be handled by Madison Media Omega in Bangalore.

**Says Mr. Gautam Kiyawat, Group CEO, *Madison Media*, "We are delighted to have India's premier and leading café chain, Café Coffee Day, to our roster of**

*clients and are confident of helping it grow and gain further market share in the country.”*

Commenting on this development, **Mr. K. Ramakrishnan, President Marketing, Café Coffee Day** said, *“Café Coffee Day being a brand for the young and the young at heart, we needed a partner who would be passionate about the brand, to be able to understand the category in depth and the varying dynamics to enable us to move along at a fast pace. We are confident of Madison Media’s thought leadership and competence in executing the campaigns. We are delighted to have them on board”*.

Earlier this year, Madison Media was in the news for winning Dixcy Textiles, Enamor Lingerie, Gowardhan Dairy and Crompton Greaves Media AOR.

At the Emvies Awards held earlier this year, Madison Media won the Grand Emvie for Saffola, Client of the Year for Cadbury, People’s Choice award and 8 Golds, 5 Silvers and 2 Bronze.

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, Tata Tea, 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 and many others. The gross billing of Madison Media is about Rs. 3000 crores.

