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PRESS RELEASE*For immediate release***Madison Media wins Maxx Mobiles AOR**

Mumbai, May 14, 2013: Madison Media has just acquired another account, Maxx Mobiles. The account will be handled by Madison Media Sigma in Mumbai.

Maxx Mobile is a leading provider of mobile handsets and accessories in India, that made its entry in the year 2004 and rapidly gained market share. Maxx Mobiles over last 2 years sold about 10 million handsets in India and is now all set to offer a range of smart phones especially created to meet the Indian users need.

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

Says **Ms. Vanita Keswani, COO, Madison Media Sigma**, *“We are delighted to add Maxx mobiles to our roster of clients and are looking forward to a long and mutually beneficial partnership”*.

Says, **Mr. Ajjay Agarawal, Managing Director, Maxx Mobiles**, *“We were looking to partner India’s top agencies to help us in our mission to make Maxx Mobile one of the leading handset brands in the country. We found Madison, with rich expertise in Media, to be ideal choice and are sure they will add tremendous value in our efforts.”*

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, 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.