

**PRESS RELEASE***For immediate release***Madison Media wins Radikal Rice Media AOR**

**Mumbai, December 10, 2012:** Madison Media has recently won the Media mandate of Radikal Rice. The account was won in a multi agency pitch, where MEC, Zenith Optimedia and Carat participated. Radikal is one of the leading manufacturers and suppliers of premium basmati rice with nutritive value. Sourced from the foothills of the Himalayas and other rice growing states of India, each grain of Radikal rice is handpicked, tested for quality and carefully processed to serve customers. The account size is estimated to be approx Rs. 25 crores and will be handled by Platinum Media in Delhi.

**Says Mr. Gautam Kiyawat, Group CEO, Madison Media,** *“We are excited to partner with this new age food company, and are looking forward to helping them gain their rightful share in India’s growing food industry.”*

**Says Mr. Siddharth Chaudhary, Managing Director, Radikal Overseas,** *“After reviewing several agencies, we found the right partner in Madison Media, given their expertise of the Indian media market and proven track record. I look forward to a long and mutually beneficial partnership”.*

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

At the Envies 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, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.

*For more information, please contact Ms. Basabdutta Chowdhury – 09818778866*