

PRESS RELEASE*For immediate release*

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Madison Media wins Snapdeal Media AOR

New Delhi, May 26, 2015: Madison Media Plus, a part of Madison Media Group has just announced the win of India's largest digital ecommerce ecosystem, Snapdeal. The account was won in a highly competitive, multi agency pitch. The account will be handled out of the agency's Delhi office. Madison Media will now be the Media Agency of Snapdeal, effective July 1, 2015 but work on the account will start almost immediately.

Snapdeal started in February 2010 as a daily deals platform but expanded in September 2011 to become an online marketplace. Snapdeal has grown to become **India's largest online marketplace** offering an assortment of 11 million products across diverse categories from over 150,000 sellers, shipping to 5,000+ towns and cities in India.

Says **Mr. Srinivas Murthy, Senior Vice President – Marketing, snapdeal.com** on selecting Madison Media, *"We are very happy to have Madison partner with us on media going forward. They bring tremendous experience across categories, with learnings across multiple growth industries that can be leveraged for us. Madison is known for the high quality of media professionals and we look forward to them helping us drive our business to new heights."*

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World**, *“I am delighted that Snapdeal after an exhaustive competitive review has found Madison Media to be worthy of handling this large and demanding account. Today Madison Media offers an unparalleled depth of leadership, with unmatched experience and expertise and this will be further strengthened with the joining of Vikram Sakhujia in a few months as Group CEO of Madison Media and OOH.”*

Madison Media Group has been on an account-winning spree, having won a host of new businesses in 2015 including Viber, Lenskart.com, Zivame.com, Metro Cash & Carry, Gaana.com, Cricbuzz.com, Amul Hosiery, DHFL, Bandhan Bank, amongst others.

Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Godrej, Mondelez (formerly Cadbury), ITC, Marico, McDonald’s, TVS, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino’s, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, HomeShop 18, Café Coffee Day and many others. The gross billing of Madison Media Group is about Rs. 3750 crores.

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