

■ Madison Public Relations adds Parle Agro and Asia MotorWorks to Client Roster

**Mumbai February 22, 2010:** Madison Public Relations (A Unit of Madison World) has bagged the Public Relations duties of Parle Agro and Asia MotorWorks Ltd.

Parle Agro is a trusted household name in the beverages industry and has been refreshing India with its innovatively packaged drinks Frooti, Appy, L M N etc. A pioneer in its field, Parle Agro is associated with many firsts. Madison Public Relations will be handling all the brands of Parle Agro including Frooti, one of India's most recognized brands, Appy Fizz, Grappo Fizz, Appy Classic, Saint Juice, L M N, Bailley, the confectionery brands including Mintrox mints, Buttercup candies, Buttercup Softease, Frewt Éclairs and the newly launched Hippo.

Asia MotorWorks Ltd. (AMW) is India's global truck manufacturer with a range of vehicles for efficient handling of the commercial transportation needs of the country. A challenger company poised to take a leadership position in the commercial vehicle segment in the next few years, AMW has many first to its credit.

Speaking on these two new wins, Veena Gidwani, CEO, Madison Public Relations said, "Both Parle Agro and AMW are setting new benchmarks in innovation. We are really excited to have them in our portfolio and we look forward to creating innovative and impactful campaigns for them"

### **About Madison Public Relations**

Madison Public Relations is one of India's fastest growing PR Agencies with a prestigious client list across industry verticals that includes Procter & Gamble, Café Coffee Day, Levis, Britannia, Godrej, Elecon, .... Madison PR has offices in Mumbai, Pune, Delhi and Bangalore and offers the entire basket of image management including research and training services.

**For Further Details please contact:-**