

Manish Bharil joins Madison Media as General Manager to Lead the Britannia account

Mumbai, May 7, 2012: Madison Media has announced the appointment of Manish Bharil as General Manager to lead the Britannia account in Madison Media Omega based in Bangalore.

Manish has over 12 years of experience in media and joins Madison from Mindshare Bombay where he was Senior Director – Invention. Manish previously worked in Madison Bombay for 7 years.

Says **Mr. Gautam Kiyawat, CEO, Madison Media Group**, *“I am glad to have Manish join our team in Bangalore and am sure he will be able to add a lot of strategic inputs to one of our leading clients Britannia.”*

Says **Mr. Manish Bharil, on his returning to Madison**, *“I am delighted to join back Madison and am looking forward to this new role in leading the Britannia account.”*

Madison Media was recently in the news for winning the Crompton Greaves and Dixcy Textile’s Media AOR.

At the recent Goafest 2012 awards Madison Media won 4 awards, including 1 Gold for Best Use of Newspapers & Magazines for Parachute Advanced Ayurvedic Hair Oil; 2 Silver’s for Best Use of Internet & Digital Media for Airtel and Best Use of Branded Content for Cadbury and 1 Bronze for Best Use of Events and Stunts for Cadbury Celebrations.

Madison Media is a part of Madison World which also has specialist units in Advertising, Business Analytics, Out-of-Home, PR, Mobile, Rural, Retail, Sports and Entertainment; employing over 1000 communication professionals across India, Sri Lanka and Thailand. Visit us at www.madisonindia.com

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury, ITC, General Motors, Marico, McDonald's TVS, Britannia, Procter & Gamble, Asian Paints, Tata Tea, Shriram Transport Finance, Levis, SpiceJet, Crompton Greaves, Axis Bank, Domino's, Bharti Axa, MaxNewyork Life Insurance, Tata Salt, Acer, Dish TV, Times Television Network, Indian Oil, Dixcy Textiles and many others. The gross billing of Madison Media is Rs. 3000 crores.