

□

**PRESS RELEASE**

*For immediate release*

**Paresh Chaudhry joins Madison PR as CEO;  
Veena Gidwani retires after twelve years of driving growth at Madison  
PR**

**Mumbai, June 1, 2012:** Madison PR has just announced the appointment of Paresh Chaudhry as CEO, who will be based in Mumbai. Veena Gidwani, current CEO of Madison PR will retire on June 30, 2012.

Paresh has over 24 years of Brand Communication & Reputation Management experience across Industries & key global markets. He has been a business communication professional with Reliance Industries, Hindustan Unilever, Ranbaxy & Wockhardt. Paresh's last assignment was as *Group President -Corporate Communications*, Reliance Industries, reporting to Mr. Mukesh Ambani. Prior to Reliance, he was *Head of Communications* at HUL & *Communications Leader*, Unilever South Asia.

From building the Corporate Brand of Ranbaxy in N America, Europe & India, to aligning regional communication country teams to bring alive "the transition to one Unilever brand" and driving the Corporate name change from "HLL" to "HUL", to putting together systems & processes for effective global (internal & external) communications at RIL, Paresh has experience and expertise in all areas of Corporate Communications.

An MBA (Marketing) with a Public affairs diploma from Hong Kong University, Paresh is the founder President of the "Indian Forum Of Corporate Communicators" (IFCC).

**Says Mr. Sam Balsara, Chairman & Managing Director, Madison World,** *“I am delighted to have Paresh join us. His cross client category and cross country experience should help him add great value to our FMCG clients. Veena has done a wonderful job in building Madison PR into a specialist Brand PR consultancy and meeting the professional needs of our over 40 clients in Mumbai, Delhi, Bangalore and Pune and I wish her a very happy and fulfilling life ahead”.*

**Says Mr. Paresh Chaudhry, on his joining Madison,** *“I am delighted with the opportunity to work with Madison PR, that has carved out a distinct and distinguished niche within the industry and is known for its strong values and relationships with some of the best known companies in Corporate India. I look forward to working with Sam & his team of professionals to take Madison PR to the next level.”*

Madison PR is a 12 year old image management company specializing in innovative brand building techniques and campaigns, servicing blue chip clients like Procter & Gamble, Britannia, Godrej, Levis, Café Coffee Day, Titan Fastrack, Parle Agro and many other brands; and has offices in Mumbai, Delhi, Bangalore and Pune.