



Madison Media Group wins Lafarge Cement Media AOR

Mumbai, January 10, 2014: Platinum Media, a part of Madison Media Group has started 2014 with a bang by winning the account of Lafarge India in Kolkata in a multi-agency pitch. The other agencies that participated in the pitch are Mindshare, Dentsu and the incumbent agency Havas. Lafarge's media spend is estimated to be pretty sizeable and will grow substantially over the next year looking at its expanded market in North India. The account will be handled out of the Kolkata office.

Lafarge India is headquartered in Mumbai and is a leading player in the building materials space with brands across the product spectrum – **Lafarge Concreto**, a premium slag cement that is packaged in a unique AdStar packaging; **Lafarge PSC**, with the best quality slag sourced from one of the global leaders in steel production; and **Lafarge Duraguard**, a fly-ash based PPC (Portland Pozzolana cement) that improves durability in construction with an unique blending process called **Void Reduction Technology** (VRT). Lafarge has been in the Indian market for close to 15 years and operates in Cement, Aggregates and Concrete business.

Commenting on this development, **Mr. Aniruddha Sinha – Asst. Vice President, Lafarge India**, said, *"Madison Media has extensive understanding of the Indian media scenario and their approach and innovative media solutions will enable us to drive impactful media presence across our audience segments. "*

Says **Ms. Basabdatta Chowdhuri, CEO, Platinum Media**, *"We are delighted with this new win and are confident that we can add strategic value in making the Lafarge brand, a household name across the country."*



Madison Media Group has been on an account winning spree, having recently won a host of new businesses including Raymond Apparel, Piramal Healthcare, HomeShop 18, McCain Foods, Ruchi Soya, Max India's corporate account and Café Coffee Day.

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, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino's, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Dish TV, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, HomeShop 18, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.

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