

**SHRIRAM TRANSPORT APPOINTS MADISON MEDIA AS
AOR**

Mumbai, April 6, 2010: Shriram Transport Finance Company Ltd., the largest Asset Financing NBFC in the country, and is part of the Shriram Group, has in the best tradition of large advertisers decided to follow the Media AOR route and appointed Madison Media as its AOR.

The Shriram Group was recently in the news with talk of Texas Pacific Group (TPG) acquiring 20% equity stake in the holding company for Rs. 1,000/- crore, thus valuing the total group at Rs. 5,000/- crore. Other Companies in the Shriram Group include Shriram Life Insurance Company Limited, Shriram General Insurance Company Limited, Shriram City Union Finance Ltd., Shriram Fortune Solutions Limited and Shriram Insight Share Brokers Limited.

Says **Mr. R. Sridhar, Managing Director, Shriram Transport Finance Company Ltd.**, *“We have been dealing with Anugrah Madison for a very long time and have been impressed with their commitment and professionalism. With most large advertisers consolidating their spends with one media agency, we thought the time was right for us to follow that route and who better than Madison Media, which has a sterling reputation”*.

Says **Mr. Sam Balsara, Chairman & Managing Director of Madison World**, *“Given the size of the Company and its vast influence on the fortunes of the transport sector, which in turn is critical to the Indian economy, the Company has maintained a low profile and needs to increase its presence amongst all stake holders. We are confident that our substantial experience and expertise across various categories will enable us to do that in a cost effective manner. I am delighted that Anugrah Madison’s committed work for Shriram has resulted in Madison Media winning this account”*.

Says **Ms. Punitha Arumugam, CEO of Madison Media Group**, *“I am delighted that the industry now recognizes us as No. 1 not just in the FMCG category, but also in the Finance Category. The account will be handled by Mr. Radhesh Uchil, Head of Platinum Media, Mumbai”*.

Madison Media was recently in the news for winning the General Motors Media AOR for a period of 3 years. Other clients of Madison Media include large and media savvy advertisers like Airtel, Godrej, Cadbury and Coca-Cola.

The Rs. 2300-crore Madison Media Group is a part of Madison World, which also has specialist units in Creative, Outdoor, PR, Rural, Retail, Mobile, Sports and Entertainment employing over 700 communications professionals in seven cities across India.

For more information please call Ms. Punitha Arumugam, Madison Media Group CEO on phone no.: 9892000685.