

**PRESS RELEASE***For immediate release***Dixcy returns to Madison Media Sigma**

**Mumbai, August 11, 2016:** Madison Media Sigma, a part of Madison Media Group has just announced the win of Dixcy, India's leading inner wear brand. The account will be handled out of the agency's Mumbai office and the estimated size of the account is Rs. 50 crores.

**Dixcy** was founded in 1984 by Shri Prem Prakash Sikka, with a vision to create a strong brand that caters to all the segments in the hosiery market. With the drive to create innovative products that are economically priced, DIXCY has evolved from being an innerwear brand to a lifestyle brand over the last 32 years. The latest technology and production units have given the quality and quantity a boost, with over 5,00,000 pieces being produced a day which are then distributed across 1,20,000 stores. Salman Khan has been endorsing DIXCY since the last 6 years.

Says **Mr. Raghul Sikka, Director, Dixcy** on selecting Madison Media, *"We wanted a holistic approach towards our media planning & implementation. The skill and experience Madison's team has in this field is quite exceptional. They have built so many brands and we look forward to being one of them"*.

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](http://www.madisonindia.com)

Says **Ms. VanitaKeswani, CEO, Madison Media Sigma**,*“I am delighted to have Dixcy back as a Madison client and we are looking forward to partnering them in their journey.”*

In terms of awards, Madison Media has had an unprecedented year, having recently won **TV Media Agency of the Year** at PRIME TIME Awards 2016, **Media Agency of the Year** at MEDIA ACE Awards 2015, **Print Media Agency of the Year** at INK Awards 2015 and **Radio Media Agency of the Year** at RADIO MIKES 2014, 2015, 2016!

Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Godrej, ITC, Marico, Snapdeal, McDonald’s, TVS, Raymond, Piramal Healthcare, Pidilite, Tata Salt, Levis, SpiceJet, Domino’s, Max Life Insurance, Asian Paints, Acer, Crompton Greaves, Indian Oil, BlueStar, Gowardhan Dairy and many others. The gross billing of Madison Media Group is about Rs. 3,750 crores.

*For more information, please contact –*

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