

**PRESS RELEASE***For immediate release***Madison Media is Agency of the Year at Maddies 2018**

**Mumbai, April 4, 2018:** Madison Media has been crowned the ***Agency of the Year***, at the Ad Club of Chennai's MADDIES 2018 awards held over the weekend. The Agency won 17 metals including 5 Golds, 6 Silvers and 6 Bronze, which made them the highest award winners, winning the *Agency of the Year* title.

The Agency won awards across different categories of clients including Asian Paints, Raymond, Pidilite, Godrej, McDonald's, Tata Salt and Fortis health care.

A full list of awards won is given below:

	<b>CATEGORY</b>	<b>CAMPAIGN TITLE</b>	<b>AWARD</b>
1.	MEDIA AWARDS - BEST USE OF TV	RAYMOND - MAKE IN THE MAN	Gold
2.	MEDIA AWARDS - BEST USE OF RADIO	ASIAN PAINTS ROYALE ATMOS - CLEAR THE AIR	Gold
3.	MEDIA AWARDS - BEST USE OF OUTDOOR	RAYMOND 2.0 - METAMORPHOSING THE COMPLETE MAN	Gold
4.	MEDIA AWARDS - BEST USE OF DIGITAL	ASIAN PAINTS ROYALE ATMOS - WEEK WE UNMASKED INDIA	Gold
5.	MEDIA AWARDS - BEST USE OF INTEGRATED MEDIA	ASIAN PAINTS ROYALE ATMOS - THE WEEK WE UNMASKED INDIA	Gold

6.	MEDIA AWARDS - BEST USE OF TV	FEVICOL SLIME	Silver
7.	MEDIA AWARDS - BEST USE OF TV	BBLUNT SALON SECRET - BOLLYWOOD'S HAIR SECRETS REVELED	Silver
8.	MEDIA AWARDS - BEST USE OF PRINT	GODREJ EXPERT RICH CRÈME - GET WEDDING READY WITH "GODREJ EXPERT RICH CRÈME"	Silver
9.	MEDIA AWARDS - BEST USE OF RADIO	FORTIS ORGON DONATION	Silver
10.	MEDIA AWARDS - BEST USE OF INTEGRATED MEDIA	FORTIS ORGAN DONATION	Silver
11.	MEDIA AWARDS - BEST USE OF INTEGRATED MEDIA	TATA SALT - PURITY KI SURITY	Silver
12.	BEST INTEGRATED CAMPAIGNS	FORTIS ORGON DONATION	Bronze
13.	MEDIA AWARDS - BEST USE OF TV	MC DONALDS - HAPPY PRICE COMBOS	Bronze
14.	MEDIA AWARDS - BEST USE OF TV	ASIAN PAINTS ROYALE ATMOS - THE CURIOUS CASE OF MASKED INDIA	Bronze
15.	MEDIA AWARDS - BEST USE OF CINEMA	DR.FIXIT KEEPS BAHUBALI'S SECRET LEAF PROOF	Bronze
16.	MEDIA AWARDS - BEST USE OF OUTDOOR	ASIAN PAINTS ULTIMA - BAARISH KO AANE DO	Bronze
17.	MEDIA AWARDS - BEST USE OF INTEGRATED MEDIA	GODREJ NO.1 - AN ODE TO THE NO.1 BEAUTY OF PUNJAB	Bronze

**Say Mr. Vikram Sakhuja, Partner & Group CEO Madison Media & OOH, "We are absolutely delighted with being crowned Agency of the Year. It is always gratifying when you win this accolade across a wide array of Clients. Shows how good quality work is broadbased."**

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including Godrej, Titan, Asian Paints, UBER, Snapdeal, McDonald's, TVS, Raymond, Pidilite, Ceat, Piramal Healthcare, Domino's, Gaana.com, Timesjobs.com, Tata Chemicals, Acer, Crompton, Indian Oil, Gowardhan Dairy, Café Coffee Day and many others. The gross billing of Madison Media Group is about Rs. 3,000 crores.

*For more information, please contact Mr. Vikram Sakhuja, 9821099105.*