

PRESS RELEASE

For immediate release

Madison Media Tops New Business Charts for 2020 in both Comvergence and Recma

- **Scores A+ in RECMA's Comp pitches for 2020**
- **Scores a Dominant score in RECMA's qualitative ranking for 2020**

Mumbai, March 25, 2020: Madison Media tops Competitive Pitch Wins in 2020 as per both global independent Research agencies, **Comvergence** and **Recma**. Comvergence attributed 211Mn\$ of new business wins to Madison, double that of the next Agency in its Business Barometer Report for 2020. Similarly, Recma gave Madison Media the top score of A+ in its Comp Pitches Report for 2020. And overall awarded the top Dominant status in its qualitative evaluation of Agencies. Both these reports were issued earlier this month.

2020 has been a fantastic year for Madison Media in terms of New business, the agency won clients like, Abbott Nutrition, Cipla Health, IDFC First Bank, RSPL Group, RSH Global Private Limited – Joy Cosmetics, Welspun, Indira IVF, Licious, Weikfield, M3M India, Liebherr, Educational Testing Service (ETS), Aliens Group, Wonder Masala, Vijay Bhoomi, Practo, McDonald's integrated & performance, and Dhani Loans.

Madison Media, India's homegrown media agency that started media operations in 1995, last year was ranked by Recma, amongst the Top 5 Global Independent Agencies of the World It is also the 2nd most powerful media agency by The Economic Times, Brand Equity Ad Agency Reckoner, 2019. Some other agency accolades include Best Digital & Social Media agency of the Year at IDMA 2020, Media Agency of the Year at Prime Time Awards 2020, Agency of the Year at

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 1,000 communication professionals across India, Thailand and Bangladesh. Visit us at www.madisonindia.com



Digies Digital Awards 2019 and Mobile Media Agency of the Year at IDMA 2019. In addition, the Agency has won over 200 awards since 2019.

Excited about this news, **Vikram Sakhuja, Partner & Group CEO, Madison Media & OOH** says, *“Customer First is written on the walls of Madison, and in the hearts of every Madisonite. It is a tribute to the spirit of the Agency that during lockdown the teams were able to collaborate remotely and create magic for Clients.”*

Madison Media also continues to handle media planning and buying for blue chip clients like Godrej, Marico, Asian Paints, Titan, Tata Consumer Products, Blue Star, TVS, Raymond, Viacom 18, Ceat, Pidilite, Bajaj Electricals, McDonald’s, Lodha, gaana.com, and many others.

Madison World is India’s leading homegrown communication agency established in 1988. Madison World through its 11 companies served last year, as many as 500 advertisers.

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