

PRESS RELEASE

For immediate release

**MADISON MEDIA MAKES MID-DAY GO BROADSHEET
FOR A DAY FOR AXIS BANK**

Mumbai, August 7, 2007: Mumbaites got something unusual last Wednesday August 1, 2007 Their favourite afternoon newspaper Mid-Day which for decades has come in a tabloid format, suddenly came as a BROADSHEET. Is Mid-Day thinking of going broadsheet and was this an experiment to test readers' reaction? Well not really.

Working behind the scenes was Madison Media who persuaded all the players to get Mid-Day to adopt a broadsheet format, just for a day to announce the name change of UTI Bank to AXIS bank – everything remains the same except the name. Madison Media reinforced this proposition in Mid-Day, where everything remained the same, except for the tabloid format becoming a broadsheet format.

Increasingly marketers are looking to find innovative solutions to break the clutter and make an impact on the consumers' mind with the advertiser's message. *"I am delighted that we came up with this brilliant idea which has had huge impact on the bank's target audience."* says **Karthik Lakshminarayan, COO-Madison Media Infinity, Mumbai.**



Says **Anjan Bhattacharya, Vice-President, AXIS Bank (earlier UTI Bank)**, *“We found the idea extremely innovative and clutter-breaking apart from being in complete sync with our agenda of change. We are indeed delighted to see Madison Media having brought such high-impact innovation on the table.”*

Says **Abhijit Pradhan, Director - Sales & Marketing, Mid-Day**, *“Mid-Day believes passionately in Innovation and going that Extra Mile in creating dis-continuous impact in the market and the consumer’s mind. So, we did the unthinkable and went Broadsheet for a day to drive home this point! We are happy that we were able to partner AXIS Bank and the media agency Madison Media effectively.”*

Madison Media handles a select number of large and prestigious clients including P&G, Gillette, Coca-Cola, Godrej Consumer Products, Godrej Sara Lee, Airtel, General Motors, Blue Star, Kinetic, Playwin, TVS, Acer, Asian Paints, Marico, Tata Tea, Tata AIG, Radio Mirchi, Kotak and Cadbury. The Rs. 1,300-crore Madison Media is a part of Madison World, which also has specialist units in Creative, Outdoor, Mobile, PR, Rural, Retail, Sports and Entertainment.