

**PRESS RELEASE**

*For immediate release*

**Madison Media to promote BBC World Service Trust's HIV  
Campaign advocating use of condoms**

**Mumbai, April 2, 2007:** Madison Media continues its dream run of selectively winning large and prestigious media accounts and has started the new financial year with a bang by winning the Media Planning and Buying AOR for BBC World Service Trust. Madison Media won this AOR in a pitch that included several other media agencies.

The BBC World Service Trust is a unique organization that uses the creative power of media to reduce poverty and promote human rights by inspiring people to build better lives. The Trust is implementing a mass media campaign to prevent the transmission of HIV by promoting condoms in states where HIV prevalence is high.

Says **Ms. Yvonne MacPherson, Project Director, BBC World Service Trust**, who has been in India for three years, *“The importance of Media Planning and Buying cannot be overemphasized in today’s over communicated and cluttered environment and more so when you are trying to inspire attitudinal and behavior change. We saw in Madison Media a partner in our efforts to achieve social change, not just a service provider. We chose Madison Media for its cogent and imaginative approach to media planning, which was catered specially to our needs.”*

**Says Mr. Sam Balsara, Chairman & Managing Director, Madison Communications Pvt. Ltd.,** *“We are delighted that BBC World Service Trust chose us and we are looking forward to using our professional skills in this social project. We are confident that all the experience and expertise available in Madison Media to sell commercial products or services can and will be utilized to promote a social concept and we are looking forward to it”*

The account will be handled from Delhi by Madison Media Plus headed by Chief Operating Officer – Ms. Basabdatta Chowdhuri who in turn will report to Madison Media Group CEO – Ms. Punitha Arumugam.

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, 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, PR, Rural, Retail and Entertainment.