

# Indian Media Agency REPORT

Billings across measured media for top 500 Advertising/Product categories  
& exchange4media - Nielsen Media Agency Perception Track

Madison Media comes out with flying colours in the 1<sup>st</sup> edition of E4M Indian Media Agency Report

1

Madison Media tops Media Agency Equity Index amongst FMCG, Banking and Insurance Clients.

1

Madison Media tops ranking among Media Agency Professionals, rated as Most Favourite and Most Recommended Media Agency.

2

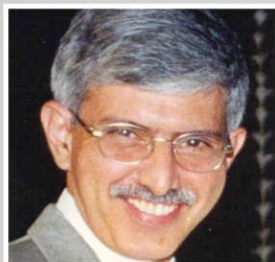
Madison Media is the second largest agency amongst Media Planning Agencies.

2

Madison World is the second largest Agency amongst Media Buying Agencies.

**BRANDEQUITY**  
**AGENCY RECKONER 2009**

**Sam Balsara** ranked most influential person in Media for the 4<sup>th</sup> consecutive year and the 4<sup>th</sup> most influential person in Advertising.



**Punitha Arumugam** ranked amongst Top 10 most influential people in Media for the 2<sup>nd</sup> consecutive year.