



Press Release

For immediate release

MOMS PREPARES FOR THE FUTURE

- Rajneesh Bahl made COO for West & South
- Dipankar Sanyal made COO for North & East

Mumbai, 16th April 2007: MOMS, the outdoor unit of Madison World, which has an enviable track record in the outdoor media world, has undertaken some restructuring at the top with the twin objectives of providing focused attention to its larger clients and rewarding the senior talent pool of MOMS by giving them more authority and responsibility.

In a recent development MOMS has now divided its business into two units: West & South Zone and the North & East Zone with each of these zones being headed by a COO.

Rajneesh Bahl has been elevated to the post of COO for West & South and Dipankar Sanyal has been elevated to the post of COO for North & East. The two COO's would report into the CEO.

Says Soumitra Bhattacharyya CEO of MOMS *"This restructuring will provide greater focus to our clients' business and I believe we are now preparing ourselves to consolidate the phenomenal growth we achieved last year and build upon it."*

Says Sam Balsara, Chairman & Managing Director, Madison World, *"MOMS is a 5 year old outdoor agency and has retained most of its people who had joined them in the last 3-4 years. This restructuring once again emphasizes our ability to develop managerial talent and whenever an opportunity arises we are able to fill senior positions with internal resources rather than from outside."*

Rajneesh joined MOMS in 2002 and Dipankar in 2004.

Says Rajneesh *"This is a great opportunity for me personally and I am sure with the support of my team we would be able to have delighted clients on our roster"*

Dipankar echoes the same sentiment but goes on to add that *"This opportunity is a challenge for me and I am sure we would be able to keep up the tempo that we have generated last year. We have identified focus areas and will go for them."*

For more information contact Soumitra Bhattacharya on 09892000682