

MTDC brings Madison PR on Board

07 February 2007, Mumbai: Maharashtra Tourism Development Corporation has appointed Madison PR to manage its Public Relations. MTDC was set up by the Government of Maharashtra to systematically develop Tourism in the State in a systematic and professional manner. It organizes several Festivals to promote Tourism in Maharashtra. MTDC owns and maintains resorts at all key tourist centers and having more resorts is on the plan. Madison PR is a specialist image management agency, a division of Madison Communications Private Limited.

Commenting on the new association Mr. Bhushan Gagrani, MD, MTDC said, "After having evaluated proposals from various agencies, we felt that Madison PR is best suited for the communication requirements in the light of new initiatives by MTDC. Festivals like 'Maharashtra Maza' organized in Mumbai are part of the broad strategy of attracting both domestic and foreign tourists to Maharashtra."

Commenting on the new win, Madison PR's CEO, Veena Gidwani, said, "As always we will look at an innovative and creative approach for MTDC. With the large number of interesting tourist locations in Maharashtra and diverse events and festivals planned by MTDC, it's going to be exciting and challenging."

Madison Public Relations has maintained a sharp growth over the past four years and currently works with companies like P&G, Britannia, MacDonald's, Café Coffee Day, Next Gen Publishing, IGI, Dale Carnegie Training among others, across industries like FMCG, IT, Pharma, Health Care, Food, Jewellery and Lifestyle, Fashion, Engineering and Financial Services.

Madison PR is a part of Madison World, which also has specialist units in Creative, Media, Outdoor, Rural, Retail and Entertainment, employing 375 communications professional across seven cities in India.

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