

Madison Creative bags 3 accounts in one week!

Mumbai, August 2, 2005: Madison Creative has bagged the advertising account of Rustomjee, Mumbai's prestigious real estate developers, Teddy and Friends Baby pads and diapers and adult incontinence products of Nobel Hygiene and Adhikari Brother's new channels Mi Marathi and Janmat adding up to a 15 crore billing.

According to **Mr Percy Chowdhry**, Director, Keystone Group: 'Real Estate is going to witness even more competition with the Foreign Direct Investments coming in. In such a scenario we wanted to associate with the best agency who will meet the international challenge. And we believe Madison Creative is the apt agency.'

According to **Mr Markand Adhikari, Vice Chairman & MD, Sri Adhikari Brothers News & Television Network Ltd.**, ' Channel business is becoming extremely competitive with plethora of launches. We needed an agency who will put the Client's interest first and make a success of the channel. I believe Madison Creative always has the client's interest at heart'

According to **Mr Kamal Johari, Director, Nobel Hygiene Pvt Ltd.**, ' We have been in the market for 5 years now. Our customers are extremely satisfied with our product quality. It is time now to be very aggressive and for that we need a very professional agency with a good track record. And Madison Creative has a very good track record. They have made several brands leaders in the market place'

Ms Prabha Prabhu, Executive Director of Madison Communications says "We are delighted with winning 3 accounts in a single week . They are such diverse categories and all are equally challenging"

Madison Creative's win of these 3 accounts follows the win of those of Deccan Chronicle, Neelkanth Group, Forbes Yellow Pages and Smart photography in the last few months

Madison Creative is the full service agency of Madison World which also has specialist units in Media, PR, Outdoor, Rural, Retail and Entertainment with 375 communication professionals working in 8 cities across India.