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MADISON
PUBLIC RELATIONS

Press Release

For immediate release

Madison PR On Client Winning Spree With Four New Wins

Mumbai, September 05, 2005: Madison Public Relations has won four new accounts in multi agency pitches - Sri Adhikari Brothers Television Network, VVF Ltd, Elecon Engineering and Ms. Krishna Mehta.

Sri Adhikari Brothers Television Network has been one of the largest content producers in the country and has to its credit the development and launch of innovative and popular programmes.

VVF manufactures some of the premium brands of soaps and cosmetics in addition to having its own range of branded soaps like , Doy Princess, Doy Care Aloe vera, Doy care Creme & Jo. They are also one of the leading players in the exports of Oleochemicals

Established in 1951, Elecon Engineering Company Ltd. pioneered the manufacture of material handling equipment in India.

Ms. Krishna Mehta is one of India's leading fashion designers. She has her own line of designs besides working on prestigious projects.

Madison PR will ideate and strategise innovative PR solutions on these accounts.

Commenting on the new wins Veena Gidwani CEO Madison PR said; *“Getting four new clients from completely varied industries is very satisfying. We are really excited at the opportunity and are looking forward to creating impactful campaigns that deliver great value to each client.”*

“In our selection process we looked at creativity, freshness of ideas and a go-getter attitude, all of which we believe are intrinsic to Madison PR. We are happy to be associated with them and are sure they will give us effective strategy and campaigns”, **said Mr. Markand Adhikari, MD, Sri Adhikari Brothers Television Network Ltd.**

Commenting on the new association Mr. Piyush Jindal, Vice President, Personal Care VVF Ltd said, *“After having evaluated proposals from various agencies we felt that Madison PR best suited the communication requirements of our company. We look forward to a long and successful association with each other.”*

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Madison Public Relations has maintained a sharp growth over the past 4 years and currently works with companies like P&G, Sify, Café Coffee Day, Next Gen Publishing, IGI, Dale Carnegie Training etc. and 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.

For further information please contact:

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