

Madison brings World Cup Excitement to Mumbai. Hosts First Madison World Football Cup

*** 9 teams participate * Madison PR takes Home the Cup * Discovers hidden sporting talent**

Mumbai, June 28, 2006: Madison World - India's largest home-grown Communications Group, over the weekend, held its own intra-unit Football Cup, where amateur employee players from the 6 units of Madison World - Creative, Media, PR, MATES, Finance, MOMS, MRP, took the field to compete for the Madison World Football Cup at the Catholic Gymkhana Ground, Mumbai. The day-long Madison World Football Cup saw 9 eight-member teams play against each other in a competitive yet friendly spirit, with over 100 Madisonites cheering on and Madison PR emerging champions.

The first round coincidentally saw each of the five games played to identical 3-0 wins, with the Madison Media Teams - Infinity and Media emerging as tournament favorites led by Infinity CEO Ajit Varghese with his athletic physique and accurate shots on goal.

While the Media - Finance semi-final was a washout due to Media overpowering the Finance team 7-0 with a barrage of goals, the second semi-final proved to be the match of the tournament with heavy man-to-man marking and a fighting spirit from the Madison PR team that saw them come from 1-3 behind to win 4-3 with "go-to" contributions from each player. The crowd went wild.

The final match featuring Madison PR versus the fancied Madison Media was a contest in defense and example of great teamwork as both teams rotated tiring colleagues, supported and encouraged each other when an opponent was hurt, but strong man-to-man marking saw the game taper into a draw and a penalty shoot-out. Five strikes on goal drew blank until PR Trainee Amit Gidwani stepped up and slotted the ball home, thus delivering a victory for Madison PR.

The tournament's top scorers were Ajit Varghese, Elbert D'Souza and Nekzan Daruwala; all scoring four goals each.

Presenting the Winner's Cup to Madison PR and Runner's Up Plaque to Madison Media, Sam Balsara, CMD - Madison World said, *"We've have a tradition of intra-company activity, but never has Madison had a tournament of this scale with the interest, participation and support from colleagues running so high.. The Cup has brought out the strength of teamwork. The Madison Cup Finals was as exciting to watch as the Quarter Finals I hope to watch at Hamburg next week-end."*

Veena Gidwani, CEO, Madison PR adds, *"These events facilitate interaction across teams, as daily business priorities don't always allow for as much cross-interaction as we'd like. I am delighted that the Madison PR Team had the privilege of winning the first Cup."*

Employees had a blast, interaction across divisions was intense and the event embodied the spirit of Madison - traditional in values, modern in outlook, and sharing of wins by all - in the boardroom or on the football ground.

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RESULTS:
Pre-Qtr Final:

Madison Outdoor (MOMS) (0) lost to Madison Commercial (3).

Qtr-Finals: Madison Media (3) beat Madison Retail Paradigm (MRP) (0); Finance (3) beat Creative (0); Madison PR (3) beat MATES (0); Media Infinity (3) beat Commercial(0).

Semi-Final: Madison Media (7) beat Madison Finance (0); Madison PR (4) beat Media Infinity.

Final: Madison PR (1) beat Madison Media (0) in a penalty shoot-out.