

**Oct 8, 2004**  
**Press Release**

**MADISON to offer complete retail solutions**

***Merchandising Unit rebranded Madison Retail Paradigm/MRP***

With the retail sector booming, Madison Merchandising Services has rebranded itself as MRP and has strengthened its infrastructure and resources to offer complete retail solutions. In addition to offering Merchandising solutions to advertisers, this unit of Madison offers a turnkey service to Retail stores from format and design to implementation.

MRP is headed by *Arunangshu Ghosh*, a qualified and experienced professional in Retail Merchandising with over 11 years experience in the field. The design and Creative team is headed by a qualified & experienced professional, *Vijay Kumar*, a qualified Mechanical Engineer with Masters in Design from IIT, Mumbai. He has over 9 years post qualification experience in Product designing, Retail space planning & designing, Exhibitions and Visual Merchandising.

Before joining MRP, Vijay Kumar was running his design outfit, *Ergoform* in Bangalore. His past work consists of designing for Oysterbay, Kurlon, Videocon, GE Soliton- USA, TVS, Arvind Mills, Toyota Motors, 3M, Bombay Dyeing, Reva etc. The services to these clients ranged from product designing to retail shop-in-shop designing. Vijay worked for few clients in Dubai too. He designed mobile docking station & handsets for Thuraya communications. Vijay has also been commissioned by NID to operationalise a unique auto car cover which will keep cars cool in the hottest of Indian summers, based on a design conceptualized by him.

The creative team consists of Designers, Visualisers and Engineers to deliver & implement the designs to the last mile. MRP has established a network of 7 offices in, Mumbai, Delhi, Bangalore, Kolkata, Chennai, Hyderabad and Cochin.

MRP is also looking at starting its own production unit specialising in metal and wood fabrication and signage, all three being important elements of any retail store development program. Having in-house production facility will allow MRP to offer turnkey solutions at a very cost effective price.

Says Sam Balsara, Chairman, Madison “Our country is changing at a rapid pace and a service organisation like Madison needs to continuously evolve to offer useful and relevant services in order to survive and grow”.