

**Press Release:**

## **Madison World Launches Platinum Public Relations**

*The Group's Second PR Consultancy and Third Platinum Unit*

**Mumbai, February 12, 2009:** Madison World today announced the launch of Platinum Public Relations, its second PR consultancy and the third Platinum Unit in the Group. Madison Public Relations, Madison's first PR Unit has had a strong growth trajectory providing the entire gamut of PR services with its core focus on Corporate and Brand PR, servicing clients across Industries and cities. The decision to launch Platinum Public Relations was driven by the objective of providing opportunities for independent responsibilities and growth to promising talent and also to address needs of competing business. Platinum Public Relations will be headquartered in Delhi and will be headed by Anupama Purohit as General Manager. She has extensive PR experience of several years and is currently head of Madison PR, Delhi Branch.

Speaking about the launch, Veena Gidwani, CEO, Madison Public Relations said, "We have a vast pool of capable and talented managers and creativity and innovation have been key drivers of success for us. Platinum PR will provide the right canvas for the capable team in Delhi to delight clients with the same approach."

Platinum PR is a part of Madison World, which also has specialist units in Media, PR, Creative, Outdoor, Mobile, Rural, Retail, Sports Management and Entertainment and employs over 600 Communication experts.