

Madison Media bags TATA AIG Life Media AOR

December 1, 2004: In a hotly contested pitch in which leading media agencies participated, Madison Media has again walked away with the plum media account of TATA AIG Life. TATA AIG Life is one of India's leading life insurance companies and is considered to be one of the most dynamic, innovative and amongst the fastest growing financial organisations in India and represents the trust and integrity of the TATA group combined with the international expertise and financial strength of AIG, Inc. The size of the account is estimated to more than double for the calendar year 2005.

The pitch comprised of two rounds. While in the first round, several media agencies pitched for the business, three agencies were shortlisted for the second round.

An obviously delighted Mr. Sam Balsara, Chairman & Managing Director of Madison Communications says, "We are extremely happy to add TATA AIG to our roster of blue chip clients. TATA AIG Life was looking for a totally revolutionary media approach and I am particularly pleased that they have decided that we were the best suited to cater to their needs. It's been a good year for Madison with so many prestigious wins. I am glad that the substantial investments that we have made over the last few years in building intellectual capital and infrastructure are beginning to pay off".

Says Ms. Punitha Arumugam, Chief Executive Officer of Madison Media (West) who led the pitch, "Our interaction with the team at TATA AIG Life so far has been extremely exciting and we are eagerly looking forward to working closely with them on the media challenges posed by them."

Mr. Rohit Mull, Vice President Marketing of TATA AIG Life, says "Madison Media's credentials are impeccable and we believe that they are well suited to meet our business challenges. The changes in the environment today require an AOR team that is highly committed, innovative and involved with our day-to-day business goals and Madison

Media's impressive track record with their existing clients reflects their expertise and performance oriented approach".

In the last 18 months, Madison Media has had a dream run winning the most prestigious, large and heavily contested AOR businesses like Asian Paints, Cabdury, Hyundai, Marico, Airtel, and McDonalds. Some of the other businesses that Madison Media handles include P&G, Coca-Cola India, Godrej, Essel Group, Kotak, Perfetti, Kinetic etc. Madison Media is a part of Madison Communications, which has specialized units in Creative, Outdoor, PR, Rural, Entertainment and Retail, apart from Media.