

PRESS RELEASE

For immediate release

TATA TEA awards its AOR to MADISON MEDIA

March 31st, 2005: Madison Media continues its dream run and has ended the 2004-05 year end by winning the TATA TEA AOR. The media buying and planning AOR for TATA TEA was one of the most hotly contested AOR pitches in recent times. In addition to MADISON MEDIA, three other agencies (GroupM-Mediaedge: CIA, Starcom and the incumbent The Media Edge) pitched for the business.

In the recent Brand Equity Survey of 2004, TATA TEA emerged as one of the top 20 brands in the country. It is considered to be one of the most respected and professionally managed FMCG companies and has over the years emerged to be a case study of how to build brands in a highly commoditised category like tea. TATA TEA has extremely ambitious plans for the financial year and is anticipated to be investing heavily in advertising and media.

The selection and the awarding of the AOR was based on credentials and the participating agencies' response to a case study. Sources indicate that it was one of the most professionally managed pitches in recent times and the final selection was based on the agencies' balanced approach to strategic planning and buying.

Says Sangeeta Talwar, Executive Director, TATA TEA Limited, "We felt Madison was best suited to partner us in our strategic intent of aggressive growth path planned for the future."

With the win of the TATA TEA AOR, Madison Media has added another prestigious AOR to its kitty this year having won businesses like Airtel, Marico, Jagran, McDonald's, Tata-AIG and TVS this year. The account will be handled

from Madison Media's Bangalore office. With this win, MADISON MEDIA now becomes the largest media agency in the Bangalore market.

Says, Ajit Varghese, General Manager of Madison Media, who controls the Bangalore operations of Madison Media "We are delighted to have won the TATA TEA AOR and further consolidate our presence in the Bangalore market. We are confident that our strategy and innovative thinking would augur well for TATA TEA".

An obviously delighted Mr. Sam Balsara, Chairman & Managing Director of Madison Communications says, "Happy days are here again...TATA TEA was the second AOR that MADISON MEDIA had won way back in 1995. Following the de-centralisation of the TATA GROUP AOR, we are delighted to now have them back in our fold. I am sure that this renewed partnership will be an enduring one and we hope to use our media prowess to drive their growth even further".

Madison Media handles a select number of large and prestigious clients including Coca-Cola, P&G, Godrej Consumer Products, Godrej Sara Lee, Kinetic, Hyundai, Playwin, ACER, Asian Paints, Kotak and Cadbury. The 900 crore - Madison Media is a part of Madison Communications, which has 7 specialized units in Creative, Outdoor, PR, Rural, Retail and Entertainment, apart from Media.
