

## **Press Release**

### **Madison PR wins Dale Carnegie Training Account**

**Mumbai, June 6, 2005:**

Madison Public Relations has won the Dale Carnegie Training Account in a Multi Agency pitch. Dale Carnegie Training is brought to India in partnership with Walchand Capital Ltd. From leadership training to relationship selling, from presentation skills to teamwork development, Dale Carnegie Training® designs and delivers programs that provide a practical approach to business success in a competitive environment.

Madison PR will be devising strategies to position Dale Carnegie Training as the experts in Performance enhancement for both corporates and individuals. Commenting on the win Ms. Veena Gidwani, CEO of Madison PR said, “We are delighted that Dale Carnegie found our ideas and strategies bang on and decided to work with us. We are really looking forward to adding value through innovative campaigns that effectively reach the target audiences.”

Madison Public Relations has maintained a sharp growth over the past 4 years and currently works with blue chip companies like P&G, Sify, Café Coffee Day, Next Gen Publishing, IGI etc. and others, across industries like FMCG, IT, Pharma, Health Care, Food, Jewellery and Lifestyle, Fashion, Engineering and Financial Services.

For more information contact:

Ms. Neha Thatte  
Madison Public Relations  
Tel: 5654 8344 / 46  
e-mail: [neha@fort.madisonindia.com](mailto:neha@fort.madisonindia.com)