

PRESS RELEASE

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Madison Creative bags Neelkanth account, one of Mumbai's largest real estate developers

Madison Creative has bagged the advertising account of Neelkanth, Mumbai's oldest and largest real estate developers. According to

Mr Mukesh. M. Patel, Knowledge Worker, Neelkanth group *"We were looking for an agency that could provide us sound strategic advice and give us creatives that could project the strength and values of Neelkanth group that our prospective buyers could relate to. We decided on Madison Creative after we got the confidence that they are capable of meeting our requirements. "*

Ms Prabha Prabhu, Executive Director of Madison Communications says "We are delighted with the win of Neelkanth Group. It is a very challenging category, since in the real estate business, one expects immediate results even from release of a single ad."

Madison Creative's win of Neelkanth account follows the wins of those of Deccan Chronicle, Forbes Yellow Pages and Smart photography in the last 2 months

Madison Creative is the full service agency of Madison World which also has specialist units in Media, PR, Outdoor, Rural, Retail and Entertainment with 375 communication professionals working in 8 cities across India.