

**Madison OOH is most Awarded Agency
*at Outdoor Advertising Awards***

MUMBAI, August 9, 2017: At the recently held Outdoor Advertising Awards in Mumbai early last week, Madison OOH was the most awarded agency, having won 3 Golds, 2 Silvers and 6 Bronze metals, including Innovation of the Year for NACO, Campaign of the Year for Tata Motors Hexa and Snapdeal and Best Outdoor Media Plan for Raymond. The awards were won across a wide range of clients like Tata Motors, Naco, Pidilite, Bluestar, Asian Paints, Snapdeal and Raymond.

Details of the awards won are –

GOLD in **Automotive** Category for **Tata Motors - Hexa *Whatever it Takes and More***

GOLD in **Public & Social Service** Category for **NACO – *Condom Ek Achi Aadat***

GOLD in **Innovation of the Year** for **NACO – *Signaling a Better Tomorrow***

SILVER in **Real Estate & Construction** Category for **Pidilite Dr. Fixit – *Waterproofing expert***

SILVER in **Campaign of the Year** for **Tata Motors - Hexa *Whatever it Takes and More***

- BRONZE** in **Consumer Durables** Category for **BlueStar – *Not too Hot. Not too Cold***
- BRONZE** in **Real Estate & Construction** Category for **Asian Paints – *Apex Ultima Protek***
- BRONZE** in **Campaign of the Year** for **Snapdeal – *Unbox Zindagi***
- BRONZE** in **Best Outdoor Media Plan of the Year Local** for **Raymond – *Kerala Onam***
- BRONZE** in **Best Use of Ambient Media** for **NACO – *A Bus Stop to Stop Aids***
- BRONZE** in **Best Format Innovation** for **Tata Motors - *Hexa Power Pull***

Earlier this year, the Agency made a clean sweep at the NEONS Outdoor awards, having won ***Creative Outdoor Agency of the Year, Media Outdoor Agency of the Year, Campaign of the Year for Tata Hexa, Advertiser of the Year for Tata Hexa and OOH Person of the Year - Soumitra Bhattacharyya***, in addition to winning **4 Golds, 2 Silvers, and 2 Bronze Awards**.

Says Soumitra Bhattacharyya, CEO, Madison OOH, "We are elated with these wins. At Madison OOH we focus on doing innovative and ground breaking work across our clients and we are even more delighted that our *real* work across various categories of clients has got recognized. We would like to thank our clients for giving us the opportunity to work on their fabulous brands."

MADISON OUT OF HOME

for immediate use

PRESS RELEASE

Says Dipankar Sanyal, CEO, Platinum Outdoor, *"Awards are a huge incentive for us to intensify efforts to make our work stand out. It is also a vindication that our clients trust our ideas to make their campaigns memorable and effective. A huge thanks to all our clients and media partners helping us win these awards."*

Says Jayesh Yagnik, COO, MOMS, *"We are extremely delighted with this achievement. It's a great feeling when your work gets industry recognition. It gives us more strength and power to constantly improve the standard already set by us. We are thankful to our clients and business associates for believing and partnering us in our innovative approach."*

Says Ramesh Bhaskaran, National Creative Director, Madison OOH, *"It's great to get such recognition. Experimenting has been key to our achievements and it's wonderful to have clients who support such innovations. Today, innovation in Outdoor Media is at a turning point in India, and we at Madison, along with our clients, are ready to explore the possibilities."*

MADISON OUT OF HOME

for immediate use

PRESS RELEASE

About Madison OOH

Madison OOH is a part of Madison World and operates several brands including MOMS, Platinum Outdoor, Activation specialist - Madison TURNT, Rural specialist - Anugrah Madison, Retail Specialist – MRP, Out-Sel and Entrust. Madison OOH group handles marquee clients like Tata Motors, Raymond, McDonald's, Samsung, Asian Paints, Toyota, Lodha, Kotak, Omkar, Marico, amongst many others.

For more information, please contact Mr. Soumitra Bhattacharyya: +918450979875