

PRESS RELEASE

For immediate release

Madison Media is amongst the Top 5 Independent Agencies Of the Globe, as per Recma

- **Madison Media** has highest country market share of **11.1%** amongst **Top 10 leading independent agencies of the World**

Mumbai, July 23, 2020: Madison Media is pleased to announce that it ranks 5th in Recma's Top 16 independent ad agencies list in the globe. **Madison Media** has the **highest country market share** of **11.1%** amongst **largest independent agencies of the world**.

Madison Media, India's homegrown media agency that started media operations in 1995, has been ranked as the 2nd most powerful media agency by The Economic Times, Brand Equity Ad Agency Reckoner, 2019. Some other awards won by the agency include, Media Agency of the Year at Prime Time Awards 2020, Agency of the Year at Digies Digital Awards 2019 and Mobile Media Agency of the Year at IDMA 2019. In addition, the Agency has won over 150 awards in the last one year.

Madison Media handles media planning and buying for blue chip clients like Godrej, Marico, Asian Paints, Titan, Tata Consumer Products, Domino's, Blue Star, TVS, Raymond, Viacom 18, Ceat, Pidilite, Bajaj Electricals, McDonald's, Lodha, gaana.com, and several others.



RECMA is an independent company that publishes various media agency reports on a global scale, thus helping the top 500 global advertisers in their decision-making and sourcing of agencies. Founded in June 1991, RECMA collects and analyses data from over 1400 media agencies across 90 countries.

Delighted to feature in this prestigious list, **Sam Balsara, Chairman, Madison World** says, *"It's the faith and trust of our clients that have helped us grow over the last 33 years. I'm also proud and thankful to all Madisonites, past and present who have been a part of this journey and help continue to grow our agency. Over the years, we've scaled up and continue to do so keeping the Madison values at the core of our work. This discovery is indeed good news for us, coming in the midst of Lockdown!"*

Excited about this news, **Vikram Sakhuja, Partner & Group CEO, Madison Media & OOH** says, *"We always knew we were India's largest Independent. For RECMA to crown us largest Market Share Independent in the World, and 5th largest in Size is awesome. I have always believed that Media is a local game, built on local market expertise and relationships. Madison has always had a stable and highly respected leadership team. The rigour and excellence we have drilled into our people have made us probably the industry's best talent pool. But the ones we have most to thank are our Clients who have stayed with us for years and from whom we have learnt so much."*

Madison World is India's leading homegrown communication agency established in 1988. Madison World through its 11 companies served last year, as many as 500 advertisers.

debrief
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The **debrief** is a one page-memo on a specific point of analysis regarding the media agency industry

Successful standalone and independent agencies
RECMA studies forty standalone agencies owned by the six Groups of networks **but not members of their networks**. And sixty independent agencies **not part of the six Groups**.

Country and agency rankings	TOP 16 Independents in green, part of Local Planet	OVERALL Activity 2019 US\$	Industry share %	OVERALL STAFF 2019
USA #5	Horizon Media	11 500	7,3	2 300
GERMANY #3	Mediaplus / Serviceplan	2 793	9,5	540
USA #17	Canvas ww/ Horiz	1 420	0,9	250
GERMANY #11	Pilot	1 126	3,8	475
INDIA #4	Madison Media	1 023	11,1	630
FRANCE #15	My Media/ Heroihs	777	4,1	140
GERMANY #14	Crossmedia	622	2,1	282
GERMANY #15	Moccamedia	612	2,1	282
UK #14	the7stars	673	3,4	225
ITALY #10	Media Italia/ Arman	553	5,2	108
	MediaTrack	14	2,9	135

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Madison Media Group is a part of Madison World which also has specialist units in Advertising, Business Analytics, Out-of-Home, PR, Mobile, Retail, Sports and Entertainment; employing over 1,000 communication professionals across India, Sri Lanka, Thailand and Bangladesh. Visit us at www.madisonindia.com