

PRESS RELEASE

For Immediate Release

Madison Media Alpha wins Pilgrim India Media AOR

Mumbai, 15 July, 2024: *Madison Media Alpha*, a unit of Madison World, has recently been appointed as the Media Agency of Record for Pilgrim. The agency will be handling the entire media mandate for the brand.

Established in 2019 by IITians Anurag Kedia and Gagandeep Makker, Pilgrim is one of the fastest-growing Beauty and Personal Care brands that offers 100+ SKUs across facecare, haircare & skincare products, makeup, and fragrances. The brand's diverse selection of beauty products is made with ingredients sourced from various parts of the world, all of which are approved by PETA and the FDA.

Speaking about the agency's appointment, **Anurag Kedia, Co-Founder of Pilgrim**, commented, *"We are excited to partner with Madison Media Alpha, a leader in the media industry. Their innovative approach and expertise in media strategy align perfectly with our vision to expand Pilgrim's reach and strengthen our brand presence across India."*

Commenting on this win, **Vishal Chinchankar, CEO, Madison Digital & Madison Media Alpha**, said, *"This partnership represents a powerful union of Pilgrim's vision and Madison's expertise in delivering innovative and impactful media solutions. We look forward to making Pilgrim a house-hold name in the country."*

Madison Media Alpha is a part of Madison World, a diversified Indian Communication Group offering services in Media (Digital, TV, Print, Radio, Cinema, Outdoor, and Activation) PR, Creative & Sports, employing 1300 communication professionals across India. Visit us at www.madisonindia.com

Madison Media, India's largest homegrown communication agency, is the World's 4th Largest Independent Media Agency as per RECMA. Madison Media also tops RECMA's qualitative ranking chart for the last 4 consecutive years with a Dominant Score. At the recent E4M Prime Time Awards 2024, the Agency won for the 5th consecutive year TV Media Agency of the Year. The Agency is also ranked the 2nd Most Powerful Media Agency by The Economic Times Brand Equity Ad Agency Reckoner in addition to winning over 470 awards since 2020.

Madison Media Alpha is a part of Madison World, India's largest homegrown communication agency group established in 1988, that handles media planning and buying for clients like Godrej, Marico, Asian Paints, Titan, Blue Star, TVS, Raymond, CEAT, Pidilite, Bajaj Electricals, McDonald's, Lodha, Shaadi.com and many others. Madison World through its 11 Units served last year, as many as 500 Advertisers.

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