

PRESS RELEASE

For Immediate Release

Madison Media promotes Vinay Hegde to CEO – Investments

Mumbai, 04 July, 2024: **Madison Media**, a unit of Madison World, just announced that the agency has promoted Vinay Hegde as the Chief Executive Officer – Investments.

Vinay has over 25 years of experience and has been associated with Madison Media for almost 8 years as a Chief Buying Officer. He has previously worked at Mindshare Fulcrum for over 10 years, where he handled buying for the Unilever business. He has also worked with Disney as Director, Revenue Strategy, in addition to having worked at Starcom, HTA and Percept.

***Vikram Sakhuja, Group CEO, Madison Media & OOH**, said “Vinay has been a proven performer over the years, whose has leveraged his deep understanding of the media domain and buying analytics to deliver scaled advantage in Buying. As CEO Investments I have no doubt that under his leadership Madison will deliver best-in-class returns on Clients’ Media investments.”*

***Vinay Hegde, CEO, Investments**, shared his excitement about the new role, stating, “I am truly honored to take on the position of CEO—Investments at Madison Media. It’s a privilege to lead such a talented team and drive strategic investments that will propel our client’s business to a greater success in the media landscape.”*

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

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