

PRESS RELEASE

For Immediate Release



Madison World is now certified as one of the *Happiest Places to Work*

Mumbai, 24 July, 2024: **Madison World** proudly announces its recognition as one of the happiest places to work. This certification comes after an extensive Happiness Dialogue involving over 900 employees across various divisions, including Media Planning, Buying, Digital, PR, Outdoor, and Sports Marketing. With a participation rate of over 82 percent and a completion rate of 86 percent, the dialogue revealed exceptionally high scores in Gratitude, Courage, and Freedom.

These high scores underscore the positive sentiments of employees towards the organization, highlighting their appreciation for the company's efforts, the ease of expressing themselves at work, and the significant autonomy and freedom they enjoy within the organization.

Sam Balsara, Chairman of Madison World, remarked, *"We are incredibly honored to receive this certification. It reflects our commitment to creating a supportive and empowering work environment where our employees can thrive. Their positive feedback on gratitude, courage, and freedom speaks volumes about our collective efforts to make Madison World a truly happy place to work."*

Raj Nayak, Managing Director, Happiest Places to Work added, *"Madison World has set a new benchmark in the advertising industry by prioritizing employee happiness and well-being. Their impressive scores in Gratitude, Courage, and Freedom reflect a culture of appreciation, openness, and empowerment. We are delighted to certify Madison World as one of the happiest places to work."*

Madison World is 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

In the past year, Madison Media has seen a remarkable trend with nearly 50 ex-Madisonites rejoining the company. This surge of returning talent reflects Madison's nurturing work culture, strong leadership, and exciting opportunities for professional growth. The agency's ability to attract back former employees speaks volumes about the positive experiences and impactful work environment Madison provides.



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Madison World, for the last 36 years has been helping clients solve their marketing challenges to generate sustainable profits. With specialized offering in Media (Digital, TV, Print, Radio, Cinema, Outdoor and Activation), PR, Creative & Sport, the agency has helped brands thrive in the Indian market and achieve their objectives, whether it is increase in market share, increase in penetration, increase in profits or launch of a new brand. Madison World has a client roster across its Units of almost 500 clients and an employee strength of 1,300 employees with 650 in Digital.

Happiest Places to Work is an esteemed organization dedicated to recognizing and promoting workplaces that prioritize employee happiness and well-being. Their rigorous certification process evaluates various factors contributing to a positive work environment, ensuring only the most deserving companies receive this honor.

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