

PRESS RELEASE

For Immediate Release

Pallavi Patil rejoins Madison Media as VP – insights & strategy



Mumbai, 22 July, 2024: Madison Media, a unit of Madison World, is delighted to announce the return of Pallavi Patil as Vice President – Insights & Strategy. In her new role, Pallavi will report to Vikram Sakhuja, Group CEO of Madison Media & OOH.

With over 19 years of experience in data science, insights, and strategic planning, Pallavi brings a wealth of knowledge and expertise. She previously spent six years at Madison and has also worked with leading companies such as Kinetic Worldwide, Nielsen, and Kantar TNS. Before rejoining Madison, Pallavi was associated with Dentsu – Posterscope. Her impressive portfolio includes handling renowned brands like Heinz, UTI Mutual Fund, Citibank, Vodafone Idea, MTS, Cadbury, Tata Motors, Audi, Levi's, Samsung, Diageo and Google.

Vikram Sakhuja, Group CEO, Madison Media & OOH, said, "We are thrilled to welcome Pallavi back to the Madison family. Her extensive experience and strategic expertise will be instrumental in driving innovation and delivering exceptional value to our clients."

Pallavi Patil, VP – Insights & Strategy, remarked, "I am excited to rejoin Madison Media and look forward to contributing to our clients' growth and success through data-driven strategies and insights. It feels wonderful to be back and collaborate with such a talented and dedicated team."

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

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.

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 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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