PRESS RELEASE *For Immediate Release*

Jindal Stainless appoints Madison Media as its Media AOR

Delhi, 4th May, 2026: Jindal Stainless, India's leading stainless steel manufacturer, has announced the appointment of Madison Media as its official Media AOR after a multi-agency pitch. Madison Media will be responsible for media strategy, planning and buying for the brand from its Gurugram office.

With a strong footprint in the stainless steel category and an established B2B presence, Jindal Stainless is now expanding its focus toward a more consumer-facing arena. Madison Media's mandate will be to bring a more integrated and insight-led media approach, aimed at strengthening the brand's visibility across audiences and supporting this next phase of growth.

Ajit Varghese, Partner & Group CEO, Madison Media & Hiveminds*, commented, "Jindal Stainless has built a strong and credible presence in the B2B space over the years. The next phase of growth lies in expanding that strength into the B2C segment, where visibility will be driven by sharper, more relevant consumer engagement. We're excited to partner with them in shaping a media approach that enables this transition and supports their long-term growth ambitions."*

Sharing her excitement, ***Mimi Deb, COO, Madison Media Plus****, said, "There's a strong sense of forward movement with Jindal Stainless right now, which makes this partnership particularly exciting for us. Our focus will be on bringing in a more data-led, adaptive media approach that can keep up with that pace and deliver consistently as the business grows."*

Speaking about the association, **Vijay Sharma, Director – Corporate Affairs, Jindal Stainless**, said, "*We are pleased to onboard Madison Media as our media AOR. Their strategic approach and understanding of today's evolving media landscape align well with our brand direction. As we continue to strengthen our brand visibility and outreach, we believe this partnership will enable us to drive greater effectiveness in our efforts.*"

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, India's largest homegrown communication agency, has been ranked the World's 3rd Largest Independent Media Agency by RECMA. The agency has won over 300 awards in the past 2 years. Madison Media handles media planning and buying for blue chip clients like Asian Paints, Titan, TVS, Pidilite, Jyothy Labs, Ceat, Blue Star, Cipla Health, Samsonite, Raymond, Axis Max Life Insurance, Joy Cosmetics, Parag Milk Foods, Polycab and several others.

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