

**PRESS RELEASE**

*For Immediate Release*

## **Madison Media retains Parag Milk Foods Ltd. in multi-agency pitch**

**Mumbai, 16<sup>th</sup> October 2024:** **Madison Media**, a unit of Madison World, has recently retained the media mandate for Parag Milk Foods. The account was won in a multi-agency pitch and the agency will be handling the entire media mandate for all the sub brands like Gowardhan, Go, Pride of Cow, and Avvatar.

Parag Milk Foods Ltd., established in 1992, is a leading Indian dairy FMCG company specializing in value-added products like cheese, ghee, flavored milk, and yogurt. With well-known brands such as **Gowardhan**, **Go**, **Pride of Cows**, and **Avvatar**, the company caters to both premium and mainstream markets.

Speaking about the agency's appointment, **Akshali Shah, Executive Director, Parag Milk Foods Ltd.**, commented, *"At Parag Milk Foods Ltd., we deeply value our partnership with Madison, which has been a driving force in shaping our brand's growth and innovative approach to marketing. Together, we have transitioned from traditional media to high-impact, multi-platform strategies that resonate more deeply with our audience."* Shah further stated, *"Madison has been instrumental in our collaborations with popular shows like Kaun Banega Crorepati, India's Got Talent, Super Singer, Anupamaa, and more recently, Bigg Boss. These partnerships have enabled us to create immersive brand experiences, such as Go Cheese's 'Greed Corner' in Bigg Boss, and extend our reach across TV, OTT, and in-show integrations. We look forward to continuing this valuable relationship with Madison, further strengthening our presence and fostering long-term brand loyalty across diverse platforms,"* she added.

Commenting on this retention, **Sam Balsara, Chairman, Madison World**, said, *"Parag Milk Foods has consistently demonstrated innovation and a deep understanding of the evolving consumer landscape. Their ability to blend tradition with modern marketing techniques sets them apart in the dairy FMCG sector. At Madison, we are proud to have played a key role in aligning their marketing strategies with their growth ambitions, fostering a successful and long-lasting partnership."*

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 E4M Prime Time Awards 2024, the Agency won for the 5<sup>th</sup> consecutive year TV Media Agency of the Year. The Agency is also ranked the 2<sup>nd</sup> Most Powerful Media Agency by The Economic Times Brand Equity Ad Agency Reckoner in addition to winning over 500 awards since 2020.

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