

PRESS RELEASE

For Immediate Release

Madison Media welcomes Vivek Das as Chief Digital Officer



Mumbai, 1st September, 2025: Madison Media, a unit of Madison World, is pleased to announce the appointment of Vivek Das as Chief Digital Officer. He will report to **Ajit Varghese**, Partner and Group CEO, Madison Media and OOH.

Vivek brings over two decades of experience across entrepreneurship, digital marketing, integrated media and digital transformation. In his recent stint, he was part of the India leadership team at EssenceMediacom, where he led the Google India and Southeast Asia business—WPP’s second-largest account globally. His career includes leadership roles at agencies such as Mindshare and VML (formerly Wunderman), and he served as Chief Executive Officer at FoxyMoron. Beyond work, Vivek is an active coach and mentor to LGBTQIA+ individuals and startup founders.

Ajit Varghese, Partner and Group CEO, Madison Media and OOH, said, “Vivek’s track record of building strong teams and leading digital-first transformation makes him a natural fit for Madison Digital’s next phase of growth. His integrated view of media, creativity, technology and business will help us unlock greater value for our clients and further strengthen our digital leadership.”

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

Vivek Das, Chief Digital Officer, Madison Digital, added, *“I’m excited to lead Madison Digital at a time when digital and innovation is central to driving business impact. My focus will be on building a culture of experimentation, scaling future-ready digital capabilities and pushing the boundaries. I’m equally excited to work closely with Ajit and the leadership team to co-create bold and integrated solutions that fuel measurable growth for our clients.”*

Madison Digital is a 200 member strong team providing Branding, Performance & Creative solutions to Madison Media and independent clients, working with clients like Asian Paints, Godrej Properties, Pidilite, Blue Star, Indira IVF, Ceat, TVS, Raymond, Bandhan Bank and many others. Madison Digital is a unit of Madison World which through its 11 companies served last year, as many as 500 Advertisers.

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