

POTENTIAL DEAL?

Some important details of the two companies.

Company Madison Communications Pvt. Ltd

Top management
Sam Balsara | Punitha Arumugam
Chairman and MD | CEO, Madison Media

Shareholding
(as per industry surveys)
Madison Communications Pvt. Ltd
90%



Number of employees
(approx. figures as per industry surveys)
Planning: 105



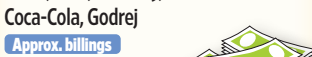
Buying: 59



Analytics and modelling: 5



Research: 2



Key accounts
Airtel, P&G, Cadbury,
Coca-Cola, Godrej

Approx. billings
Rs1,500 crore upward



Company Mediacom Pvt. Ltd

Top management
Divya Gururaj
MD

Shareholding
GroupM owned company

Number of employees
Approx. 100 plus employees across
Mumbai, Delhi, Chennai and Bangalore



Key accounts
Sony, P&G (planning for Pampers),
Volkswagen, Edelweiss Capital, Dell,
Wrigley's, etc.

Approx. billings
Rs500 crore upward



Source: Industry data