



**Effective
Media
Management
INDIA**

Press release

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EMM IS THE FIRST GLOBAL MEDIA MANAGEMENT PERFORMANCE AND AUDITING CONSULTANCY TO LAUNCH IN INDIA

www.emmindia.co.in

EMM have completed many ad hoc assignments in India during the last nine years. With the increasing growth of the media market in India, now is the time to offer their services on a permanent basis.

EMM will open offices in Mumbai and New Delhi in November 2011, from which they will serve advertisers operating throughout the continent.

ABOUT EMM INDIA

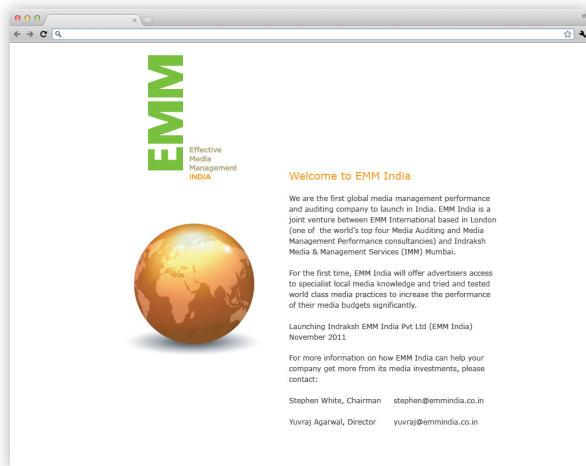
EMM INDIA is a partnership between EMM International, based in London and Indraksh Media & Management Services (IMM), Mumbai. Both are companies with an outstanding track record in media, recognized for their depth of experience and highly professional approach.

The Chairman of EMM INDIA is Stephen White, EMM International's founder and a respected figure in the global media industry. The CEO of the new company is Yuvraj Agarwal with 20 years of experience in Indian media.

The new company will offer world-class best media practices allied to in-depth local knowledge. For the first time advertisers in India will have access to specialist media accountability practices and processes which have been tried and tested internationally. Their adaptation to the Indian market will significantly increase the performances of advertisers' media budgets.

EMM is renowned for its ethical and quality-assured media consultancy business, with a policy of employing very senior ex-media agency professionals, to offer not only accurate and insightful media auditing but also sophisticated media performance programmes.

EMM INDIA will offer entirely bespoke products and services to clients who have specific requirements, particularly those Indian companies needing media management help both inside and outside of India.



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