

Press release

For more information please contact:

Stephen White, Chairman EMM INDIA

+44 (0) 20 7801 1380 +44 (0) 20 7228 8487

W emmindia.co.in

stephen.white@emmindia.co.in

Management **INDIA**

LONDON, 19.10.11

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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Corporate Office

502, Advent Atria, Opp Kingston Tower, Chincholi Bunder Road, Malad (West) Mumbai - 64

+91 22 67 108800 +91 22 42 640570

North Zone Office

408 Laxmi Bhavan, 72, Nehru Place Opp BSES Office New Delhi - 19

+91 11 466 29075/76

Head Office

Number Four Cinnamon Row Plantation Wharf London SW11 3TW United Kingdom

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Effective Media Management **INDIA**

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India is in the midst of a media blitzkrieg and advertisers are hounded by a plethora of media options and possibilities every day. The high level of media fragmentation poses a serious challenge for advertisers and their media agencies. Our research amongst advertisers and agencies in India confirms that there is a distinct need from advertisers for a 'critical friend' who can help in the media buying and planning process, increasing ROI, assessing inter and intra media effectiveness by medium, ensuring deliverables and presenting a completely independent, accountable and clear plan. EMM India will focus on being this 'friend' to the advertisers."

Stephen White, Chairman EMM INDIA

EMM INDIA will offer the following core services in India:

- Media Performance Evaluation
- Media Agency Contract Reviews
- Improving Client Media Process
- Auditing Contractual Deliverables (e.g. Financial Probity Auditing)
- Media Planning and Strategy Benchmarking
- Clarification of Volume Rebates from the Media
- Media Agency Pitch Management
- Media Performance Incentive Programmes

NOTES: The Indian Market

The Indian Media and Entertainment industry is one of the most dynamic in the world, with growth of 11% in 2010*.

This is accelerating year on year and the market which is currently valued at INR 562 billion* is projected to reach INR 1,275 billion by 2015*.

It is characterized by increasing fragmentation, which presents a specific set of challenges for advertisers and media owners alike. There are currently over 400 TV channels alone.

The growth of new digital platforms will result in further fragmentation (India is currently the 7th largest market for social media consumption globally**) and as advertisers grapple with how to get best ROI, there has never been a better time to launch a new Media Consultancy service.

There is currently only one Media Auditor operating in the entire continent.

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^{*}Source: KPMG

^{**} Source: Comscore