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Actimedia PR bags Endemol, Graphic India & Madhuban Resort & Spa

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Actimedia has announced a series of new account wins. Coming close on the heels of accounts such as Arrow New York, Ruosh Shoes, Fratelli Wines and social-commerce platform Limeroad.com, the PR agency has bagged three more clients - Endemol, Graphic India, and Madhuban Resort & Spa.

"Today's media scenario is overrun with a host of brands vying for attention from consumers as well as media. We have been working very hard and training our people to strategise on behalf of our clients, to work on strengthening their positioning, and to focus on quality parameters rather than volumes," said Amitabh Saksena, Director, Actimedia PR.

Established in 1998, Actimedia PR is headquartered in Mumbai and has offices in New Delhi, Bangalore, Pune and a partner office in Chennai. The agency has several long-term relationships with clients such as L'Oreal India, Lee, Patchi Chocolates, CA Media, ForeverMark, Disney India, Gitanjali and Platinum Guild of India, among others.



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