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**Actimedia PR bags endemot, graphic India & madhuban resort & Spa**

Mumbai, June 25th, 2013: Actimedia Private Limited, the rapidly evolving No. 1 lifestyle PR agency, has announced a series of new account wins making it a fore-runner in the entertainment & luxury PR industry. On the back of accounts such as Arrow New York, Ruosh Shoes, Fratelli Wines and social-commerce platform Limeroad.com, the agency has bagged 3 more clients – Endemol, Graphic India & Madhuban Resort & Spa.

The new accounts further spread Actimedia PR's experience across different industries adding a world renowned entertainment network company - Endemol, a fast growing character entertainment company for Indian youth – Graphic India and one of India's leading resorts and spa - Madhuban Resort & Spa, to their ever growing client base.

2013 started with Actimedia PR going full force on new accounts LimeRoad.com, Fratelli Wines & Arrow. With the addition of new clients, the latter half of 2013 will see Actimedia PR pushing more aggressively and increasing their reputation for being pioneers in the lifestyle, entertainment and luxury PR industry.

With strong foothold in lifestyle PR space, the team at Actimedia PR goes stronger with upbeat and confident employees. "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 strategize 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.

Spotting the need for a 360 degree marketing campaign, Actimedia PR enables its clients with end-to-end solutions for all the communication needs – from ideating the objective in sync with marketing strategies to kick-starting the PR campaign, from ideas on activation, events and building a social media presence – Actimedia PR facilitates clients at every step.

A number of clients today seek advice on how to create marketing opportunities that can be successfully leveraged in the media and that is a key input that Actimedia PR provides.

Amitabh Saksena, Director, Actimedia PR adds "Our teams continue to grow and we remain firmly focused on giving the best to our clients, delivering long term value and being brand consultants beyond just traditional PR."



On the back of several long-term relationships that Actimedia PR already enjoys such as L'Oreal India, Lee, Patchi Chocolates, CA Media, ForeverMark, Disney India, Gitanjali and Platinum Guild of India, amongst several others; the agency is poised to make further business additions very soon.

Established in 1998, Actimedia PR is India's leading lifestyle, beauty, fashion, sports lifestyle and hospitality, Company. Headquartered in Mumbai, Actimedia PR has offices in New Delhi, Bangalore, Pune and a partner office in Chennai. If there's a brand seeking to make a mark in the lifestyle industry, ActiMmedia is certainly a good partner to have in your corner.

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