



PUBLICIS GROUPE

PRESS RELEASE

## **Publicis Groupe Acquires India's Capital Advertising Strengthening Groupe Presence Throughout the Indian Market**

**Paris, September 19, 2007** — Publicis Groupe announced today the acquisition of a majority stake of Capital Advertising, the most important independent agency in the Indian capital Delhi, and one of the key independent advertising agencies in India. Capital will continue to operate autonomously, but will be aligned with the Asia operations of the Publicis Worldwide network. Capital's founding Directors Sunil Sachdeva and Prasad Subramaniam, will report to Matthew Godfrey, CEO, Publicis Asia.

The move marks an important strategic reinforcement of Publicis Groupe in one of the most dynamic economies and fastest growing advertising markets in the world. All of Publicis Groupe's biggest brands and networks are already established in India, including advertising networks Saatchi & Saatchi, Publicis and Leo Burnett; media networks ZenithOptimedia and Starcom, and the recently created India Media Exchange; as well as key marketing services agencies. Furthermore, in 2005, Publicis Groupe significantly expanded its presence through the acquisition of Solutions, India's top integrated marketing services agency. Altogether, Publicis Groupe already has more than 1,100 employees in India.

Capital Advertising also vastly increases the presence of Publicis Worldwide in Delhi, the fastest-growing region in India. Publicis Worldwide already has a well-established presence in India through Mumbai-based Ambience Publicis, and Publicis India in New Delhi.

Since its foundation in 1992 by Sunil Sachdeva and Prasad Subramaniam, Capital has committed itself to high quality campaigns for local and global clients as varied as Maruti Suzuki, LG, CitiFinancial, Apollo Tyres, DLF, Hero Group, LML, and Spice Telecom, among others. Areas of expertise range from "established economy" sectors such as automotive, consumer durables and FMCG to "new economy" sectors like telecom, IT and financial services. Capital Advertising prides itself on its record of largely organic growth, fuelled by existing clients who reward Capital's commitment and uncompromising delivery levels with more and more business.

Olivier Fleurot, Executive Chairman of Publicis Worldwide, said: *"India is a very important market for Publicis Worldwide. Not only does Capital Advertising allow us to increase our presence in this rapid-growth market, but it also strengthens our offer in the capital, which is the Indian advertising industry's fastest growing zone, with a population of 14 million. We are pleased to welcome Sunil, Prasad, and the Capital teams on board."*



Prasad Subramaniam and Sunil Sachdeva, both Founding Directors of Capital Advertising, said *“Being part of an international network has become critical in order for us to best respond to our clients’ needs in an increasingly globalized market. We feel that aligning Capital with Publicis will allow us to provide the best services to our clients, and the best opportunities to our employees. This move is our way of taking our business to the next level.”*

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#### **About Publicis Groupe**

Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 42,000 professionals.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; interactive and digital marketing, marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and with a worldwide leadership in healthcare communications.

Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

#### **About Publicis**

As the founding pillar of Publicis Groupe, Publicis is the largest network within the organization. With about 9,700 employees across 79 countries, Publicis is the largest network in Europe and the sixth largest in the world. Publicis has the expertise to address all of a client's communication needs. French by origin, European by essence, Publicis prides itself on its unmatched understanding of multicultural challenges. Key clients are: Nestlé, L'Oréal, HP, Renault, Sanofi-Aventis, UBS, P&G, and many more.

Web site: [www.publicis.com](http://www.publicis.com)

#### **About Capital Advertising**

With 60 communications experts operating out of offices in Delhi and Mumbai, Capital Advertising is one of India's most important independent advertising agencies. Successful campaigns have been carried out for clients as varied as Maruti Suzuki, LG, CitiFinancial, Apollo Tyres, Escotel, LML, Electrolux, Hero Group and Spice Telecom. Other new clients include DLF, and the Living Media group. Capital has focussed its efforts on one market – Delhi, where it has emerged as one of the leading players.

Web site: [www.adcapital.com](http://www.adcapital.com)

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APPENDIX 1

## Publicis Groupe in India

