



PUBLICIS GROUPE

PRESS RELEASE

**PUBLICIS GROUPE TO ACQUIRE 20:20 MEDIA, 2020SOCIAL IN INDIA
AND ESTABLISH MS&LGROUP INDIA – INDIA’S LEADER IN PR,
SOCIAL MEDIA AND SPECIALTY COMMUNICATIONS SERVICES**

*As PR and Social Media Increase in Importance in India,
MS&LGroup India Takes Unrivalled Industry Leadership Position*

Paris, October 1st, 2010 – Publicis Groupe today announced it has signed an agreement to acquire a majority stake in one of India’s most respected communications agencies and the technology communications leader, 20:20 MEDIA, and in India’s first social media consulting firm, 2020Social. Subject to the approval of the Indian government’s Foreign Investment Promotion Board (FIPB), the acquired entities will become part of MS&LGroup, Publicis Groupe’s flagship PR and events network.

Founded in 1989, 20:20 MEDIA is recognized as one of India’s leading public relations firms overall and remains the leader in technology communications. 20:20 MEDIA employs more than 140 staff across its offices in Delhi, Mumbai, Bangalore, Chennai, Hyderabad and Pune. In 2009, 20:20 MEDIA was selected as the India PR agency of the year at the Indy’s Awards.

In addition to the rich capabilities of 20:20 MEDIA, the acquisition of 2020Social gives MS&LGroup clients access to India’s first social media consulting firm. 2020Social was founded in 2009 and focuses on strategy and advisory services for C-suite executives, marketers and PR directors, and provides technology development, campaign management and evaluation.

20:20 MEDIA and 2020Social will each operate independently alongside MS&LGroup’s existing multi-discipline communications agency in India, Hanmer MS&L, which maintains a top position in the India PR industry with more than 400 staff across eight offices.

The three agency operations will be united under the common MS&LGroup India brand and comprise the largest, most-awarded, and specialized PR and social media network in the country. The operations of each agency remain independent as distinct business units, but will be directed by a common India business strategy and Management Board. This board will be chaired by MS&LGroup Asia President Glenn Osaki, and other—members will include Sunil Gautam and Jaideep Shergill representing Hanmer MS&L, Sunil Agarwal and Chetan Mahajan representing 20:20 MEDIA and 2020Social, as well as other representatives from MS&LGroup.

With a combined staff across the three business units of more than 550 employees, 16 owned offices and an activation network reaching 125 additional cities across the country, MS&LGroup



India holds an unrivalled leadership position in India's fast-growing PR, events and social media industry.

To access more information on MS&LGroup India and its agencies, see www.mslgroup.com/MSLGroup.India.2010.pdf

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About Publicis Groupe

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MS&LGroup, one of the world's top three PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events.

Web sites: www.publicisgroupe.com and www.mslgroup.com

About 20:20 MEDIA

20:20 MEDIA was founded in 1989 and is India's first technology communications firm. Today, it is recognized as one of India's top PR firms and the leader in technology communications, with more than 140 staff and offices in Delhi, Mumbai, Bangalore, Chennai, Hyderabad and Pune. 20:20 MEDIA was selected as the India PR agency of the year 2009 at the Indy's Awards. www.2020india.com

About 2020Social

2020Social is India's first social media consulting firm, established in 2009 by 20:20 MEDIA founder Sunil Agarwal, with offices in Delhi and Bangalore. 2020Social focuses on strategy and advisory services for C-suite executives, marketers and PR directors, and provides technology development, campaign management and evaluation. www.2020social.com

About Hanmer MS&L

Hanmer MS&L was founded in 1999 as Hanmer & Partners and today is India's largest PR and specialty communications agency offering 360 degree communications solutions to a prestigious clientele comprising over 150 Indian conglomerates and MNCs. Hanmer MS&L includes more than 400 staff across offices in Mumbai, Delhi, Bangalore, Chennai, Kolkata, Ahmedabad, Hyderabad and Pune. It was selected by the Holmes Report as India's PR consultancy of the year in 2009. www.hanmermsl.com

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