

MediaMath Launches in India

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MUMBAI, India, March 7, 2017 /PRNewswire/ -- MediaMath, the leading independent programmatic company for marketers, today announced it had started operating in India. The company has signed on Zirca Digital Solutions as its exclusive partner in India and already has clients set to launch marketing campaigns in 2017.

India marks the 42nd country of operation for MediaMath and represents a significant growth opportunity for the company. MediaMath's clients include some of the largest brands and agencies in the world, many of which view India as a critical growth market. MediaMath is already working with Interactive Avenues in India.

"Amardeep Singh, the CEO of Interactive Avenues said "It is our endeavor to apply the best technology to solve our client's marketing challenges. Working with MediaMath, we have been able to access an integrated DMP & DSP solution that helped us drive significant ROI improvements."

"Working with clients in India has always been a near-term goal for MediaMath," said Rahul Vasudev, Managing Director for MediaMath in Asia-Pacific. "Digital ad spend in India will surpass \$1 billion in 2017 and we want to help our clients drive the best outcomes for the business with every dollar. MediaMath's global reach and industry-leading platform means we can solve the biggest challenges for marketers."

MediaMath chose Zirca as its reseller in India because of Zirca's local market expertise and leadership with programmatic marketing. Zirca will manage all sales outreach, contracting, campaign management and creative services for MediaMath's clients in India.

"MediaMath's robust infrastructure powers digital advertising for more than 4,000 advertisers globally and the company has moved the programmatic industry forward in exciting ways," said Zirca CEO Neena Dasgupta. "We're delighted to bring this amazing ad-tech platform and its intelligence to the Indian advertising ecosystem because we know programmatic is set to witness an exponential growth in the country. Our deep partner network and our service-oriented work ethic will support MediaMath's mission of increasing its presence in India."

MediaMath plans to expand its offerings in India throughout 2017 and leverage the strategic position to continue expanding throughout Southern Asia.

About MediaMath, Inc.:

MediaMath's technology and services help brands and their agencies drive business outcomes through programmatic marketing. We believe that good advertising is customer-centric, delivering relevant and meaningful marketing experiences across channels, formats and devices. Powered by advanced machine learning algorithms that buy, optimize and report in real time, our platform gives sophisticated marketers access to first-, second- and third-party data and trillions of digital impressions across every media channel. Clients are supported by solutions and services experts that make it simple to activate our technology. Since launching the first Demand Side Platform (DSP) in 2007, MediaMath has grown to a global company of nearly 700 employees in 15 locations in every region of the world. MediaMath's clients include all major holding companies and operating agencies as well as leading brands across top verticals.

About Zirca:

ZIRCA is an independent global digital solutions company that helps brand custodians achieve digital excellence via bespoke advertising and content solutions. In 2012, Zirca's sister company Aidem Ventures decided to create a separate entity to service its digital businesses and foray into content solutions. ZIRCA today represents multiple Indian and global publishers and platforms, and enables them to monetize their digital assets through digital media and sales evangelization. Their extensive client roster includes Microsoft, Bing, MediaMath, The Economist Group, Adform, Fast Company & Inc.com among others. For more details, please visit: www.zirca.in

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