

**NEWS RELEASE****FOR IMMEDIATE RELEASE****September 29, 2003**

## **Dentsu to Establish Dentsu Communications, a New Advertising Company in Bangalore, India**

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that together with Mogae Consultants Pvt. Ltd., it will set up a new advertising company, Dentsu Communications Pvt. Ltd. in Bangalore, India. Dentsu will have a 74% stake in the concern, with Mogae Consultants holding the remaining 26%. The new company will open its doors on October 1.

Until now, Dentsu has delivered services in India through representative offices in Bangalore and New Delhi that had tie-up arrangements with local advertising agencies. Dentsu decided to set up a local subsidiary, as it is now ready to capture greater opportunities in the growing Indian advertising market.

Initially, the new company will primarily target Japanese corporate clients, reflecting Dentsu's aim to generate more business with them in India. Looking ahead, it intends to expand its business to include local and multinational clients.

**Profile of Dentsu Communications Pvt. Ltd.**

Corporate Name:	Dentsu Communications Pvt. Ltd.
Location:	Bangalore, India
Paid-in Capital:	50 million rupees (approximately 126.5 million yen, at the rate of 1 rupee = 2.53 yen)
Expected Billings:	600 million rupees (1.5 billion yen for fiscal year 2004: January through December 2004)
Number of Employees:	51

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