



BIG FM ELEVATES MANISH KARNATAK AS HEAD, THWINK

Manish Karnatak will bring his impeccable creative skills to spearhead BIG FM's soon to be launched content incubator & studio - Thwink

National, February 23rd 2018: With an aim to strengthen the network's leadership team, BIG FM elevates **Manish Karnatak as Head of its soon to be launched content incubator and studio, Thwink**. In addition to his role as National Creative Director, he will lead the marquee content studio that works towards enabling strategic innovations and efficient creation of quality content for radio and clients. His role will focus on constructing clutter-breaking content across radio and digital platforms for both audio and video formats.

Commenting on the same, **Mr. Tarun Katial, CEO, BIG FM** said, "Manish has expertly led the division as the National Creative Director and now in his new role, he has already rolled out high-impact campaigns. With his depth of expertise in the creative conceptualisation process and being a successful content creator himself, we are confident that our new structure will enable us to benefit from new, extraordinary opportunities ahead."

On his new role at **BIG FM, Manish Karnatak** said, "We are taking things to a whole new level with Thwink BIG and I would say leading a studio of this scale would be what any creative person in the business would desire. It is the perfect outlet to channelize our creative abilities to deliver enthralling content that benefits all our stakeholders."

With an experience of over 12 years in the industry, Manish's forte has been conceptualising and delivering highly acclaimed campaigns for brands. He mastered the art of creative design in the field of advertising and has worked with leading agencies like FCB Ulka, M&C Saatchi, JWT among others where he started as an art director and also scripted films for established brands like Nike, Lays, Nestle, GSK and so on. He then entered the world of radio where he was an RJ for a Delhi radio station and also hosted a popular afternoon show. He has a flair for copywriting, designing, voicing, video making, comedy. Combining his passion for comedy with his creative talent, he launched a YouTube channel called '*Mania Ki Duniya and Bollywood Classroom*' which gained immense popularity in a short span of time with followers exceeding 1.5 million.

Adding credibility to his exceptional talent are the many accolades won under his leadership. Manish and his team have swept awards right from IRF to ABBY's in the past. He has been a part of the jury at ABBY and represented India at the Ogilvy Global Conference.