

## **Reliance Broadcast appoints new Business Head and new CMO for its TV business**

BIG MAGIC, the flagship entertainment channel from Reliance Broadcast Network, announces the key appointments of Sahil Kangotra as Business Head and Shalini Gupta as Chief Marketing Officer for the television networks as BIG Magic, BIG Magic Ganga, BIG Thrill & BIG Magic International. In their respective functions, Kangotra and Gupta will report to Lavneesh Gupta, COO, Reliance Broadcast Network Ltd. and will be leading the television team through its next level of growth.

An IIM Lucknow alumnus, Sahil Kangotra joins Reliance Broadcast Network from ICICI Lombard GIC Ltd., where the last position held was in the capacity of Vice President – Corporate Solutions Group. With over 12 years of work experience Kangotra's expertise lies in building growth through effective trouble shooting and leading through people management. With an astute business sense and high resourcefulness, Kangotra will be responsible for growing revenues and the P&L of the television business.

Shalini Gupta, an MBA in Marketing, with her extensive experience of over 15 years, will be responsible for driving market share and viewership along with creating brand saliency and buzz for the television network. Gupta has been associated with brands/organizations as Bharti Airtel, Loop (BPL) Mobile, Parle Agro and Grey Worldwide across roles as Corporate Communications, Brand Communications and Marketing. With diverse expertise, Gupta comes across as an innovator, team player and motivator and will be responsible for creating a distinct perception for the television network.

Commenting on the key recent appointments, Lavneesh Gupta, COO, Reliance Broadcast Network said, "Shalini and Sahil each bring on board extensive and diverse experience which will further augment our brand's growth and performance. It is our immense pleasure to announce their association with our television business, and we are confident that their proficiency will enable us to lead us to our next level of growth."

Speaking on his appointment, Sahil Kangotra said, "I am excited about my foray into the broadcasting space and there could be no better Company than Reliance Broadcast Network, which is at the hub of the media evolution. I look forward to complementing the team's strengths and adding value, to create optimal results for the business."

Speaking about her appointment, Shalini Gupta stated, "I look forward to driving growth and higher market share for the television network and carve a distinct brand identity within the huge media clutter. Along with the leadership innovating team, I endeavour to create another success story for the television business."