

Sameer Pitawalla to head 3G for UTV Interactive

UTV has brought Sameer Pitalwala on board as Business Head – 3G for UTV Interactive, its digital arm. Pitalwala will be responsible for driving the 3G initiatives across platforms for the UTV Interactive division.

Commenting on Sameer's appointment, MK Anand, CEO, UTV Interactive, said, "We are very bullish about the 3G space and have lined up aggressive plans under the UTV Interactive banner. We have been looking for the right person to lead this initiative and are happy to have Sameer on board to drive this business."



"I am very excited to be part of a growing business and a team that is so passionate about bringing constant innovation across all digital mediums. I look forward to a very fulfilling tenure with UTV and extend my contribution with path breaking initiatives through this new role," Pitalwala said.

Prior to joining UTV Interactive, Sameer worked with the Times Group, where he created the Times Audience Network (TAN), the digital video arm of the Times Group. He was responsible for creating the online video platform and on demand video platform for mobile and web as a part of TAN.