

## UTV elevates Lavina Tauro as senior vice president, voice products, Interactive

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Lavina Tauro has been promoted to Senior Vice President, Voice Products for the Interactive vertical of UTV. Prior to this, she worked as Vice President - Voice Products at UTV. In the new role, her responsibilities will include exploiting content in innovative ways on the voice platform. Lavina will continue to report to M.K. Anand, CEO, Interactive and Broadcast, UTV.



"From my perspective technology and content do wonders when merged together and can cater to the demand of the mobilized consumer. This drives me and my team to offer a bouquet of products and services that are unique and entertaining not just for the 3G and 4G users but also for the basic handset users," Lavina Tauro has said.