

UTV Interactive ups Lavina Tauro to senior vice president - voice products

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MUMBAI: Lavina Tauro, long term employee of the UTV Group, has been promoted to senior vice president - voice products for the interactive vertical of UTV.

Tauro's focus continues to be on exploiting content in innovative ways on the voice platform. During her stint with the company she has launched the Audio Cinema product. Today, Audio Cinema is available in 10 different languages and has a base of over 2 million users across all operators.

Under her leadership, the company has successfully launched and executed products in the devotional and music space, both vital components of the UTV Interactive division.

Tauro said, "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."

Tauro will continue to report to UTV - Interactive & Broadcast CEO M.K. Anand.

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