

UTV Interactive ups Tauro as SVP, Voice Products

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MUMBAI: UTV has elevated Lavina Tauro to the position of senior vice president, voice products, for UTV Interactive. She will continue to report into UTV Interactive and Broadcasting [CEO MK Anand](#).

A long term employee with the UTV Group, Tauro has a track record of creating new initiatives on the voice platform, the company said.

Her focus will be on exploiting content in innovative ways on the voice platform, it said. During her stint with [the company](#) she has launched the 'Audio Cinema' product.

UTV claims that 'Audio Cinema' is available in 10 different languages and has a base of over two million users across all operators.

The company has also launched and executed products in the devotional and music space under her leadership.

Tauro says, "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."