



Sameer Pitalwalla appointed as the Business Head- 3G for UTV Interactive

Mumbai, 18th December, 2010: Continuing its spree of hiring the best media professionals, UTV has brought on board Sameer Pitalwalla as Business Head – 3G for UTV Interactive, the digital arm of UTV group. Sameer will be responsible for driving the 3G initiatives across platforms for the UTV Interactive division.

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 the TAN initiative.

In addition to his role in TAN, Sameer was also the Business Head of Follo, the group's recent foray into digital distribution of celebrity content and led on business development initiatives for Indiatimes.com, which included strategic relationships with television broadcasters at large.

Sameer's role at UTV Interactive will entail driving 3G initiatives across mediums and bring in new initiatives for the business.

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 on the prowl to have the right person to lead this initiative and are happy to have Sameer on board to drive this business. With Sameer's tremendous knowledge and expertise in the digital space and our ambitions, we are rearing to take the digital industry to an all new level"*.

"UTV Interactive has aggressive plans on the 3G space and I am very excited to be part of a growing business and a team which 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", said, **Sameer Pitalwalla, Business Head- 3G, UTV Interactive.**

About UTV Interactive

UTV Interactive, the digital arm of UTV, which officially came into the fold in May 2008, addresses digital space in domains such as business, finance, entertainment (TV, films, music), gadgets and technology. The Company has put together capabilities to deliver content for user specific devices. The youth have always been the primary target group for the Company and this focus is reiterated by the Company's focus on two devices that command maximum attention from the youth - the computer and the handset.

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