



Publication Indian Television
Edition Online
Date March 7, 2007
Page No. <http://us.indiantelevision.com/mam/headlines/y2k7/mar/marmam28.php>

VJIVE Networks ropes in Chandni Jafri as senior VP media services

MUMBAI: VJIVE Networks, India's leading out of home digital media company has announced the appointment of Chandni Jafri as senior vice president, media services and will report CEO Rajesh Jog. The appointment is the latest addition to the company's senior executive team.

Based in Mumbai, Jafri will be responsible for developing VJIVE Networks' media strategy and driving revenue growth. Moreover, she will determine the profitability of company projects across several media verticals through appropriate research. She will also play a crucial role in making strategic public relations and marketing decisions for VJIVE Networks.

Jog said, "I am delighted to add someone of Chandni's competence to our team. Chandni brings with her vast experience in media services. Based on her background, I am confident that her knowledge and determination will help drive our business to greater heights."

Jafri said, "VJIVE Networks is uniquely placed to address India's fast-growing out-of-home digital signage market. Having laid strong foundations, VJIVE Networks has become the market leader within a short span of time. I foresee exciting times ahead and look forward to making significant contributions to the team."

Prior to VJIVE Networks, Jafri was VP, Saarc, Visage-Getty Images where she was responsible for business planning, market research and strategic alliances with offline and online distributors. Prior to that, Jafri worked with CNBC-TV18 as National head - sales and alliances. She was also a core member of the TV18 start-up team. Previously, she has also worked with Channel 9 Broadcasting and Madison India.