



Vyoma Media Invited to be Part of Hon'ble Prime Minister, Shri Narendra Modi and NITI Aayog's initiative Champions of Change

1st September 2017, New Delhi: Shriranga K Sudhakara represented Vyoma Media, India's largest digital outdoor advertising company, in the recently held NITI Aayog's Champions of Change event in the presence of Hon'ble Prime Minister of India, Shri Narendra Modi.

The event, that brought together over 200 CEOs and Start up Founders, provided them with a significant platform to showcase their achievements and suggestions that could be incorporated in the policy making process. Vyoma Media was the only company representing the DOOH community and technological advances being used in the sector.

The entrepreneurs were divided into six groups, who presented their ideas and suggestions on subjects such as digital economy, health and nutrition, travel and tourism, hospitality, financial sector reforms, sustainable growth, education and skill development.

Commenting on his experience, Mr. Shriranga K Sudhakara, MD and Founder, Vyoma said "It was a privilege to be part of this great initiative. Being from a company that strongly advocates digital technology, I was genuinely excited to be part of discussions pertaining to overall policy and a Government that is looking to embrace the digital revolution. My personal interactions with secretaries from various Ministries and other fellow CEO's was extremely constructive and everyone was genuinely determined to make the Hon'ble Prime Minister's vision of making policy inclusive a great success."

Mr Shriranga K Sudhakara was part of a group that discussed core ideas for the theme Incredible India 2.0 where the focus was on marketing, branding, art and tourism.
