



Vyoma Media expands Sales Leadership Team with Key Appointments

- Arun Murthy appointed as Vice President Business Development
- Tanushri Roy appointed as Business Head Corporate Sales – West
- Preeti Bagga appointed as Business Head Corporate Sales – North

National, 17th May, 2018: Vyoma Media, India's largest and fastest growing digital outdoor solutions company, is expanding its Sales Leadership team with a number of key strategic appointments across multiple locations. These announcements come at a time when the company recently announced its entry into the Kolkata metro and is aggressively expanding its business into new transit verticals.

Arun Murthy has been roped in to lead business development across South India and will be based in Bangalore. Preeti Bagga and Tanushri Roy join the team as Business Heads Corporate Sales and will be tasked with identifying business opportunities across the Northern and Western markets respectively. Preeti will be based in New Delhi whilst Tanushri will be based in Mumbai.

Arun brings with him over two and a half decades of experience in print media, IT marketing and digital marketing. Prior to joining Vyoma, Arun was working with Better-Life Solutions in Qatar where he spearheaded their mobile app development division. He has also worked extensively across a number of sectors that include Hospitality, Healthcare, Travel, Government and Retail.

Tanushri has over 14 years of experience in media sales and has worked with various media houses. Her last stint was with India Today Television as Deputy General Manager and was the Regional Head for the West region. She has also worked with Times Now International, Zee News and BCCL.

Preeti has over 12 years' experience in media sales and account management across print, television and cinema. Prior to joining the team, she was working with PVR as a Deputy General Manager- Sales and Marketing and was the Regional Head for the North region. She has also worked with Times Television Network, Zee Entertainment and BCCL.

Commenting on these key appointments, **Shriranga Sudhakara, Founder & MD, Vyoma Media** said, "I am very pleased to have Arun, Preeti and Tanushri on-board. Their collective knowledge, expertise and experience across industries and markets further enhances our sales function and overall growth across key markets. Their insights of working with leading brands will be valuable in driving our business and maintaining key client relationships."
