



## **Vyoma Media Expands Leadership With Strategic Appointment Of Rohan Srinivasan As Chief Marketing And Communications Officer**

*- Rohan will be responsible for heading Marketing, Branding, Internal and External Communications and go to market strategies for all Vyoma Media's product Innovations –*

**18th January 2018, Bengaluru:** Vyoma Media, India's largest and fastest growing digital outdoor solutions company, announced the appointment of Rohan Srinivasan as Chief Marketing and Communications Officer. He will oversee the company's overall brand and marketing strategies in addition to internal and external stakeholder communications.

This announcement comes at a time when the company is aggressively expanding its business into new transit verticals and will be rolling out major technological and product innovations in the coming months.

Rohan brings with him 17 years experience in the communication and public relations industry across the United Kingdom and India. In previous roles, he has worked both in-house and on the agency side. He was responsible for setting up the Indian operations of London-based independent PR agency, Eulogy PR and has also worked as a Press Officer at the Indian High Commission in London. Rohan also ventured down the entrepreneurial route with Rubric Communications and was South Head at Madison Public Relations.

Commenting on the appointment, **Shriranga Sudhakara, MD & Founder, Vyoma Media** said, "We are thrilled to welcome Rohan to the team. His insights and experience of working with both global and domestic brands will be extremely valuable in driving our company's overall business development and vision. He has a proven track record of building long-standing relationships with business partners, scaling up businesses from scratch and charting out impactful and highly visible media strategies."

Speaking about the new role, Rohan Srinivasan, said, "I am delighted to take on the role of custodian of Vyoma Media's overall narrative and communications efforts and to join its growing and ambitious team. We are well poised to take the market by storm especially as we foray into new transit verticals. We already engage with 4 million consumers daily across our locations and with our aggressive plans we will be reaching out to a huge majority of all consumers on the go across the country."