

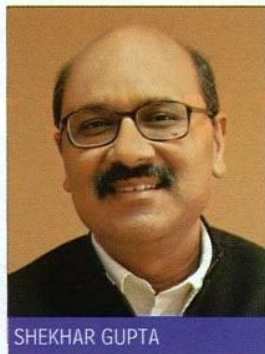
>> MOVEMENTS/APPOINTMENTS <<**MEDIA**

The media industry saw a flurry of movements this fortnight.

Mohit Hira, CEO, Hungama Digital Services and digital head, JWT India, has quit. He is working on launching an entrepreneurial venture, in the digital

space. And it won't be an advertising product.

Hira joined JWT in November, 2012 as senior vice-president and regional business director. Subsequently, in April 2013, JWT India promoted him to the post of head, digital operations, replacing Max Hegerman. In January this year, JWT South Asia promoted Hira to the position of CEO, Hungama Digital Services (HDS).

**SHEKHAR GUPTA**

Within just two months of joining the India Today Group, Shekhar Gupta has called it quits. He had joined as vice chairman and editor-in-chief of the group's entire gamut of products, including all news and business publications, news TV brands and all related news and digital brands. Prior to joining the India Today Group, Gupta was with Indian Express. This was Gupta's second stint at the India Today Group.

Sakal Media Group has appointed Radha Kantipudi as head, community network. She has over 18 years of experience in social and corporate entrepreneurship in the US and the Asia-Pacific region. At Sakal, Kantipudi will lead community network programmes such as Tanishka and Youth Inspiration Network.

MEC India, a media and planning agency, has appointed Premnath Unnikrishnan as south head - digital. Prior to this, he was with digital marketing company, Interactive Avenues.

Zenith Optimedia (ZO) Group has appointed Hari Krishnan as managing director,

**MOHIT HIRA****HARI KRISHNAN**

Ogilvy, Grey, and JWT.

Zenith Optimedia India. Based out of Gurgaon, he takes charge of ZO's pan-India operations. He moves in from Cheil Worldwide SW Asia where he was chief operating officer. Krishnan has spent over 22 years in advertising agencies like Bates,

Samsung Electronics has appointed Rajiv Mishra as vice president, media. He will be responsible for overseeing the entire media mandate for the organisation across the country. Prior to this, he was associated with Lok Sabha TV as chief operating officer. Mishra's career spans over 22 years during which he has held several leadership positions. He has worked for leading media companies like the Hindustan Times, Star TV, TV Asia of USA, BAG Films & Media.

Rajdeep Sardesai, former editor-in-chief of IBN18 Network, has joined the TV Today Network as a consulting editor. He will be doing a prime-time show on the network's English news channel, Headlines Today, soon. He will also appear on TV Today Network's Hindi News channel, Aaj Tak.

**UDAY SHANKAR**

ITV Network has appointed Gautam Bhanot as national revenue head for its news channel, NewsX. In this role, Bhanot will be responsible for the overall sales and revenue generation of the channel.

Star India CEO Uday Shankar has been appointed as the new president of the Indian Broadcasting Foundation (IBF). The announcement was made at the 15th Annual General Meeting (AGM) of IBF in New Delhi on September 10. He replaces Man Jit Singh, who has relocated to the US as president of Sony Pictures Home Entertainment. This is Shankar's second stint as the IBF president. ■