

## MEDIA RELEASE

### PunitGoenka is new IBF President

**New Delhi, 02 September 2016:** The 17<sup>th</sup> Annual General Meeting (AGM) of The Indian Broadcasting Foundation (IBF) was held in New Delhi today. In the IBF Board of Directors meeting thereafter, Mr. PunitGoenka (Managing Director, Zee Entertainment Enterprises) was elected as the Foundation's President.

The IBF Board also elected Mr. Rajat Sharma (Chairman, India TV), Mr. N.P. Singh (CEO, Sony Pictures Network), Mr. Sudhanshu Vats (Group CEO, Viacom 18), Mr. K. Madhavan (Managing Director, Asianet Communications) as Vice-Presidents; and Mr. K.V.L. Narayan Rao (Executive Vice-Chairperson, NDTV) as the Treasurer of the Foundation for a period of one year.

After being appointed, Mr. Goenka said, "I am delighted to lead the Indian broadcasting sector at a time when there is a lot of churning and India is being looked upon as global destination for investments. In the ensuing and continuing efforts of making India as a broadcasting superpower, I wish to work in a most collaborative manner with the Government, Industry and other stakeholders for realization of the sector's value chain to the optimum."

Outgoing IBF President Mr Uday Shankar said, "I cannot think of a more suitable person than my dear friend, PunitGoenka to handover the leadership of IBF. Over the years, Punit has eminently helped me in navigating IBF through these volatile times. He is also the primary architect of Broadcast Audience Research Council (BARC). His intelligence, dynamism and maturity will be great assets for IBF and the Indian media."

### IBF

*Indian Broadcasting Foundation is a not-for-profit industry association. IBF represents and is dedicated to the promotion of television broadcasting in, to and from India. IBF members provide channels and programmes that deliver about 90% of television viewership in India. Member offerings cater to most of India's diversity and plurality in every language and in every genre of television viewing. The Foundation provides a meeting ground for its members to work in consensus on common goals. The Foundation offers a common platform/forum in which members' air new or improvement opportunities to arrive at implementable solutions. IBF has, over the years, achieved the unique position of the accredited spokes-body of the television broadcasting industry. IBF endeavours to work closely with and align industry, policy makers, regulators and partners so that the television sector in the media and entertainment industry grows to its fullest potential in an equitable manner.*