

TELiBRAHMA appoints Rohinton Maloo as Consulting Partner & Strategic Advisor

TELiBRAHMA Convergent Communications Pvt. Ltd., a leading provider of mobile solutions today announced the appointment of Rohinton B. Maloo as a Consulting Partner & Strategic Advisor. Rohinton would be actively involved in key aspects of the company's business strategy, growth, execution and partnerships. "We are extremely happy to have Rohinton on board, his professional experience, industry knowledge, accomplishments and his passion towards work are great assets in the pursuit of TELiBrahma becoming a global leader", said Narasimha Suresh, Chief Executive Officer.

Bangalore, Karnataka, IND, 2007-09-04 15:50:23 (IndiaPRwire.com)

TELiBRAHMA Convergent Communications Pvt. Ltd., a leading provider of mobile solutions today announced the appointment of Rohinton B. Maloo as a Consulting Partner & Strategic Advisor. Rohinton would be actively involved in key aspects of the company's business strategy, growth, execution and partnerships. 'We are extremely happy to have Rohinton on board, his professional experience, industry knowledge, accomplishments and his passion towards work are great assets in the pursuit of TELiBrahma becoming a global leader', **said Narasimha Suresh, Chief Executive Officer.**

Rohinton Maloo has 25 years of experience in communication, marketing and business development. As a strategic advisor, he will be responsible for the positioning and promotion of TELiBRAHMA in the Indian market. He would be outlining the core expertise in media and technology-marketing business, which will be harnessed towards ensuring leadership status for the company. For more information please visit www.telibrahma.com.

"I see further media specialization as the key component in driving better ROI for the advertiser. This principal applies in the digital & mobile media sphere too. To me Telibrahma is a super specialist in the rapidly growing area of mobile and digital advertising. They are the bluetooth/blue casting maestros! So this is a great opportunity for me to introduce yet another new media to India and thereby add value to my advertisers' brands", commented Rohinton.

"Rohinton possesses valuable expertise in marketing and business development, and in his previous positions, he has displayed exceptional commitment and determination. With the help of his insight, we aim to come up with innovative business opportunities and provide specific business solutions to some of the industries we address," said **Suresh.**

About Rohinton Maloo:

Rohinton Maloo, Managing Director of Cutting Edge Media has over 25 years of varied experience in the media and technology marketing. Armed with post graduation in Mass Communication, in 1987, Rohinton co-launched Computerland (later re-named as Aptech), which is South Asia's largest network, IT training institute. Since 1992, he was instrumental in South Asia launch of Asian Business News (now called CNBC), CNN & Cartoon Network & HBO for Turner/Time Warner Inc. In 2000, he launched Hallmark business unit's card in India. To add to his achievements, in 2002, he acquired Cutting Edge Media Pvt Ltd. from Zee Telefilms Ltd and re-launched Zee English & Zee MGM marketing sales for Zee Telefilms Ltd, and also ZeeNews.com.

- END -

About TELiBRAHMA

TELiBRAHMA is a venture backed technology startup with vast experience in creating products, business and partners in the converging space of Mobile Computing and the Internet. TELiBRAHMA has a rich expertise in architecting solutions that provide measurable value additions to products and services. The core team has created Intellectual Property in the areas of technological solutions in the form of patents and products that are recognized globally. Started in 2004, TELiBRAHMA is based out Bangalore, India and has customers and partners across the globe. Website address- www.telibrahma.com

For more information, Please contact:

Prasanth Chandran

Account Manager - Brodeur

09986732599

09986732599

You can also visit www.brodeurindia.com for more information.