

Big Street Strengthens Workforce

BIG Street, a company specialising in out-of-home business is sprucing up its team to be able to meet its extensive expansion plans. The Company has taken on board Rajesh Badani as the General Manager - Operations for West & Col. Dev Sehrawat as General Manager - Operations for North. With the appointment of these two senior officials, BIG Street is geared to further expand its operations, which already exist pan India. The Company has already obtained inventories in key locations across 6 major cities in India and also boasts of innovations in the OOH segment

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Rajesh brings with him over 12 yrs of rich industry experience and has worked with big names like Ogilvy & Mather, Sobhagya Advertising, Sharekhan & Portland India (part of Poster Publicity India) as the Regional Head (West) before moving to BIG Street. In his current role, he will take charge of the overall functioning and activities in the Western Region including the P&L & Sales and will play an instrumental role in developing various media properties.

Rajesh is an MBA from the Institute of Technology & Management, Mumbai and will be based in Mumbai.

Col. Dev is an army veteran and has served the country for over 20 yrs in various capacities. He is a qualified Commando and weapon training instructor. At BIG Street, he will manage Operations and Sales for the Northern Region and will also be involved in the process of ideation and new technology updation.

Col Dev completed his schooling at AFCS, Delhi and is an alumni of NDA, Pune, Staff College, Wellington and IIM, Ahmedabad. He also holds an MBA in SCM (Supply Chain Management) and a Masters degree in Strategic studies. He is also an expert in Strategic Planning and will be based out of Delhi.

Both these positions will report into **Mr Jayyant Bhokare** who heads the OOH portfolio as the Vice President of BIG Street.

Speaking about the appointment, **Mr. Jayyant Bhokare, Vice President, BIG Street** said 'Outdoor has always provided great scope of innovation and is constantly evolving. With our recent inventory acquisitions we are on a speedy growth curve and the same requires a very robust team across the country. We welcome both the veterans on board and are confident that their rich industry experience will only add value and grow further the organisation'.

The appointments and several new announcements within the Company are part of the Company's endeavour to become the largest inventory aggregator in the category, offering a wide range of

products to our Clients.

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BIG 92.7 FM, India's No. 1 FM Station and the Radio initiative from Adlabs Films Ltd., since the launch of its first Station in September 2006, has expanded at sturdy speed and is poised to create history by successfully completing its goal for a pan India presence, spanning across 45 cities, 1000 towns and 50,000 villages to reach 200 million Indians across the length and breadth of the country. The Company is on its way to taking Radio as a medium of entertainment not only to the key metros, but also to virgin markets that have never before experienced this medium of entertainment and has already completed the same in 44 of the 45 targeted cities .In the first phase of its launches, BIG 92.7 FM set up Stations in the metros of Delhi, Hyderabad, Chennai, Kolkata, Bangalore and Mumbai. The second phase of launches have taken BIG 92.7 FM to several tier II towns at the end of which the total count will be taken to 45.

About BIG Street : The company offer a wide range of advertising options like billboards, street furniture, multiplexes and malls formats along with a host of other innovative options as part of their portfolio offerings to clients. The company is currently operating in 6 major cities in India.

For more information, Please contact:

Raja Marthandan

Corp Comm exec - BIG 92.7 FM