

Mohit Anand Appointed Head of Channel [V] India

STAR India announced the appointment of Mohit Anand as the Head of Channel [V]. In his new role, Anand is tasked with making Channel [V] the television entertainment choice for the youth of this country.

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On taking up this new challenge, Mohit Anand said, 'I am excited about the new challenges that the industry presents. Having spent a considerable amount of time in understanding the burgeoning youth market in the country, I am confident that Channel [V] has all the elements going for it to emerge as the music channel of choice among its target audience. So, watch this space for some exciting times at Channel [V]!!'

Prior to joining Channel [V], Mohit Anand was Country Manager of Microsoft's Entertainment and Devices Division, responsible for managing Microsoft's retail relationships as well as media and entertainment partner relationships in India. Anand was responsible for the launch of Xbox 360 in India, wherein he conceived and planned the entry strategy, built the business model and executed the launch. Xbox 360 in a short span of 10 months was voted the 'Most Desirable Brand' and the 'Most Innovative Brand' for the year 2006-2007.

Anand was featured as one of the top 50 young business leaders of India in the March 2007 issue of Business India.

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STAR is a leading media and entertainment company in Asia. STAR broadcasts over 50 television services in nine languages to more than 300 million viewers across 53 Asian countries. STAR channels cover all genres including general entertainment (Star Plus, Xing Kong, Star Chinese Channel, Star One, Star Utsav, Star World, Vijay, Phoenix Chinese), sports (ESPN, Star Sports), movies (Star Chinese Movies, Star Gold, Star Movies), music (Channel [V]), and news and current affairs (Star News, Star Ananda, Phoenix InfoNews Channel). STAR controls over 20,000 hours of Indian and Chinese programming and also owns the world's largest contemporary Chinese film library, with more than 600 titles, featuring superstars including Jackie Chan, Chow Yun Fat and Bruce Lee. In partnership with leading companies in Asia, STAR businesses extend to filmed entertainment, television production, cable systems, direct-to-home services, terrestrial TV broadcasting, wireless and digital services. STAR is a wholly owned subsidiary of News Corporation.
www.startv.com

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