

## **AIDCF appoints Saharsh Damani as its Secretary General**

**New Delhi, 09 July, 2015** – The All India Digital Cable Federation has appointed Saharsh Damani as its Secretary General. With a career spanning over a decade in various analytical and strategic roles, Mr Damani will pilot the federation’s work and support the President and the Federation in seeking solutions on industry issues. Mr Damani will also endeavour to build a strong and sustainable MSO sector in India.

Mr Damani has worked in various industries such as Information Technology, Building Materials, Life Sciences and Media on strategy, M&A and research related areas. Prior to joining AIDCF, Mr Damani led research at the Indian Broadcasting Foundation, the preeminent body of television broadcasters’ in India. AIDCF President Mr V D Wadhwa said, “Saharsh's wide experience in dealing into research, planning and strategic issues will be of immense help to the Federation. I take this opportunity to join my fellow members in welcoming Saharsh to AIDCF.”

Mr Damani graduated in Accountancy Honours. He did his Masters, in Finance, and went on to do CFA and MBA in Finance & Marketing.

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**ABOUT**

All India Digital Cable Federation (henceforth called as AIDCF), is India's apex body for Digital Multi System Operators (MSOs).

AIDCF is the official voice for the Indian digital cable TV industry and interacts with ministries, policy makers, regulators, financial institutions and technical bodies. It also provides a platform for discussion and exchange of ideas between these bodies and the service providers, who share a common interest in the development of digital cable TV in the country.

The federation works towards the overall growth of the sector and creates an environment for not only complete digitisation of cable TV under regulatory guidelines but also delivers the benefits of digital services including broadband and other value added services to the people of India thus fulfilling the dream of 'True Digital India.'

It also collaborates with other industry associations such as IBF, CII, FICCI, ASSOCHAM association etc., with the objective of presenting an industry consensus view to the government on crucial issues relating to the growth and development of the industry.

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