

## **PRESS RELEASE**

### **CHANGE OF GUARD AT AIDCF – MR V D WADHWA HANDOVERS THE BATON TO MR T S PANESAR, THE NEW PRESIDENT**

**19<sup>th</sup> Jan 2017, New Delhi:** All India Digital Cable Federation (AIDCF), the apex body of digital cable television players, on Thursday, unanimously elected Mr. T S Panesar as the new President at its 11<sup>th</sup> Governing Council Meeting held in New Delhi. Mr Panesar is the CEO of Video Business at Hathway Cable & Datacom. He has succeeded Mr. V D Wadhwa (ED & CEO – SITI Networks Ltd.) who completed his two year term as the founder president of the federation. Mr. Panesar has over 20 years of experience in Media and Entertainment Industry both on Broadcasting and Distribution Side.

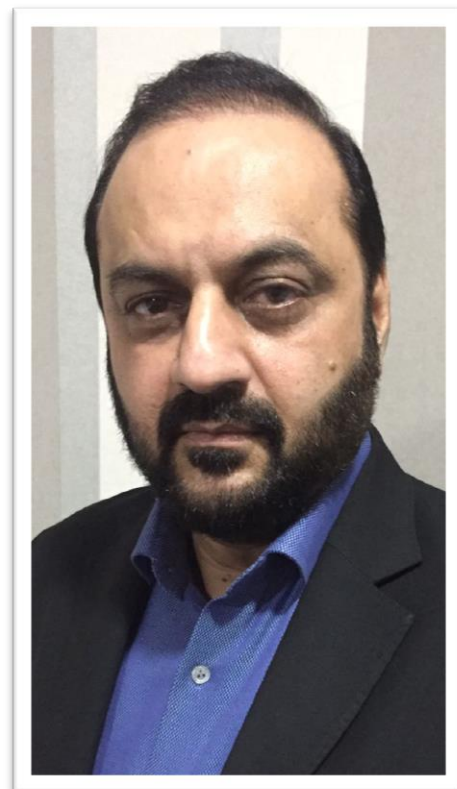
The Governing Council also appointed, Mr. Anil Malhotra (COO – SITI Networks Ltd) as Vice President and Mr. Peeush Mahajan (CEO - Fastway Transmissions Private Limited) as the Treasurer of the Federation.

AIDCF placed on record its appreciation for the immense contribution made by Mr. Wadhwa as the founder and first president of the Federation over two years ago. Under his aegis, the federation earned its stripes with MIB, TRAI, DoT, Ministry of Finance and all the other industry bodies i.e. IBF, DTH Federation, CII, FICCI, ASSOCHAM etc in the Media & Entertainment Sector. The Federation has played key role in bringing all the major players of the industry controlling over 70% of the business under one umbrella and have taken up the issues concerning the cable industry by liaising with the concerned government department/ministry as well as with the other industry bodies of the broadcasters and DTH operators besides playing key role in resolving the deadlock in implementation of phase III of digitization.



On giving over the baton to Mr. Panesar, Mr. Wadhwa said, **“A solid foundation has been laid for addressing all the concerns of the industry and I am confident that under the leadership of Mr. Panesar and active participation by all the members, the federation would further gain strength and shall be able to create an environment for the profitable growth of the cable industry.”**

Commenting on his appointment as the new AIDCF President, Mr. Panesar said **“I am deeply honored and privileged to be appointed to lead the federation. It’s a big challenge and responsibility entrusted upon me and I look forward to working closely with all members to bring further changes in the environment. Having seen the evolution of the cable & broadcasting industry from the analogue to the digital regime, we are now at the cusp of another major shift in light of the new regulation which is aimed at improving transparency, empowering customers to exercise choice and ensuring orderly growth of all stakeholders in the eco-system. We strongly believe that technology should be leveraged to address the changing needs of the industry. Together, we will strive towards strengthening our bond with all stakeholders to deliver a world class service to the consumers and improve customer satisfaction levels.”**



AIDCF Secretary General, Mr. Saharsh Damani said, **“With Digitization entering into last phase and focus on Wired Broadband gaining traction for all the members, I am sure that under Mr. Panesar’s leadership, the digital cable industry will enter into the next orbit of momentum and growth.”**

## ALL INDIA DIGITAL CABLE FEDERATION

236, Okhla Industrial Estate, Phase - 3

New Delhi - 110020 INDIA

Tel : +91-120-4526760/01 | CIN : U74140DL2014NPL268020



### BRIEF PROFILE OF MR T S PANESAR

**Mr. T.S. Panesar, Chief Executive Officer-Video business** joined Hathway Cable and Datacom Ltd. in December 2014. Panesar is an industry veteran with two decades of leadership experience in the consumer durables and TV broadcasting industry having worked with leading brands like ESPN Star Sports, STAR TV. Having multi-functional experience, Panesar was part of the core management team that was instrumental in setting up the ESPN Star Sports brand in India and building its DTH business. He has been credited with bringing a transformational shift in the cable TV operations of the company, making it more transparent, systematic & process driven. Under Panesar's leadership, Hathway launched many breakthrough initiatives and has aggressively grown in DAS 3 markets having crossed around 11 million digital subscribers. In addition, he has also led the launch of new in-house channels, rebranding & repositioning the current stable to create a robust portfolio as well as leading the company's foray into Value Added Services (VAS) offering a premium customer experience.

### ABOUT

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

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. 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.

Members of AIDCF have a market share of more than 70% in the Cable TV Industry.

### MEDIA CONTACT

Saharsh Damani | saharsh.damani@aidcf.com | +91 120 480 4940 | +91 99107 22552

President : VD Wadhwa, Email : vd.wadhwa@aidcf.com :: Secretary General : Saharsh Damani, Email : saharsh.damani@aidcf.com