

## PRESS RELEASE

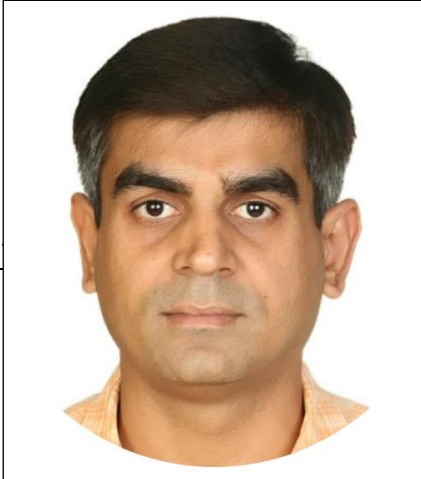
### **FASTWAY TRANSMISSION PRIVATE LIMITED CEO MR. PEEUSH MAHAJAN TAKES OVER FROM GTPL HATHWAY LIMITED MD MR. ANIRUDHSINH JADEJA AS NEW AIDCF PRESIDENT**

**12<sup>th</sup> May 2023**, New Delhi: All India Digital Cable Federation (AIDCF), the apex body of digital cable television players, announced the appointment of Mr. Peeush Mahajan (CEO, Fastway Transmission Private Limited) as the new President of the Federation. The change is due to Mr. Anirudhsinh Jadeja's (MD- GTPL Hathway Limited) tenure as President-AIDCF has ended on 31<sup>st</sup> March 2023.

Mr. Anirudhsinh Jadeja welcomed Mr. Peeush Mahajan as the next AIDCF president and said, *"The Cable Industry has been witnessing cataclysmic changes in the last two years, including severe unfair competition from OTT, Free Dish and changes in regulatory landscape. However, with the immense support from the customers and industry members, the cable industry has managed to sail through. We know that the coming years will be crucial for the industry's survival. However, members of AIDCF are determined to keep the Cable TV Industry alive and prepared to grow with a variety of services in the next phase. I welcome Mr. Peeush Mahajan and wish him all the best in this role."*

Commenting on his appointment as the new AIDCF President, Mr. Peeush Mahajan said, *"I thank Mr. Anirudhsinh Jadeja, for his exceptional tenure, wherein he led the industry as a cohesive body, in the most challenging times. I also thank all the AIDCF members in supporting my appointment. I will target to take forward all the good initiatives initiated in the past, identify new challenges and work towards growth of the industry."*

AIDCF Secretary General, Mr. Manoj Prakash Chhangani said, *"The coming two years will be crucial as industry is facing bigger challenges; however, we are positive and hopeful, that government will bring some reforms, to navigate the industry out of these challenges. We are also certain, that under Mr. Mahajan's leadership, industry will continue to work cohesively and will chalk-out a robust path to return to growth phase and providing advanced services to the end consumers."*

**BRIEF PROFILE OF MR. PEEUSH MAHAJAN:**

Mr. Peeush Mahajan joined Fastway in 2010 and has over 20 years of experience in the Media Industry. He has worked in all verticals of media industry. He has experience of working in Channel distribution, providing Internet services, and running MSO business. Mr. Mahajan has earlier worked with Star India Pvt limited, Hathway Cable and Datacom limited.

**ABOUT AIDCF**

**All India Digital Cable Federation (AIDCF)** is India's apex body for Digital Multi System Operators (MSOs). The federation 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 associations 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 includes Asianet Digital Network Private Ltd, DEN Networks Limited, Fastway Transmission Private Limited, GTPL Hathway Limited, Hathway Digital Limited, NXT Digital Limited, Kerala Communicators Cable Ltd. (KCCL), SITI Networks Limited and UCN Cable Network Pvt. Ltd.

**Members of AIDCF have a combined market share of more than 60% in the Cable TV Industry.**