

PRESS RELEASE

DEN Networks Limited CEO Mr. S.N. Sharma Appointed as AIDCF President

27th November 2024, New Delhi: The All-India Digital Cable Federation (AIDCF), the apex body of digital cable television operators, proudly announces the appointment of Mr. S.N. Sharma, CEO of DEN Networks Limited, as its new President. Mr. Sharma succeeds Mr. Peeush Mahajan, CEO of Fastway Transmission Private Limited, who stepped down from the position due to personal reasons.

Mr. S.N. Sharma had been serving as the Acting President of AIDCF since May 2024, effectively managing the Federation's affairs during Mr. Mahajan's absence.

Expressing his gratitude on the appointment, Mr. S.N. Sharma said: *"I extend my heartfelt thanks to Mr. Peeush Mahajan for his remarkable tenure, during which he spearheaded several key policy changes that greatly benefitted the cable TV industry. I am also deeply grateful to the AIDCF members for their trust and support. As President, I am committed to advancing the Federation's initiatives, addressing emerging challenges, and driving sustainable growth across the industry."*

The AIDCF continues to work towards the collective interests of digital cable television stakeholders, fostering innovation and growth within the sector under the new leadership.

BRIEF PROFILE OF MR. S. N. SHARMA:



Mr S N Sharma is the CEO of DEN Networks. He is an engineering graduate from NIT and MBA from Kurukshetra University. In a career spanning 30 years he has been associated with Westinghouse Electric corporation (USA) process automation division, Birla Kent - Taylor, IndusInd Media, Hathway and Reliance Jio. He is a business leader with diverse experience across various management roles with expertise in project management, sales, marketing, strategy, operation and P & L management. He is veteran of the Cable TV Industry.

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, a division of Hinduja Global Solutions 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.