



Media Release

K. Madhavan re-elected as President of Indian Broadcasting & Digital Foundation

New Delhi (Friday, 18 Nov 2022) - K. Madhavan was unanimously re-elected as the President of the Indian Broadcasting & Digital Foundation (IBDF) for a third consecutive term by the Board after the 23rd Annual General Meeting (AGM) held in Delhi on 18 Nov 2022. Madhavan is the Country Manager & President - The Walt Disney Company India & Star India.

Board also re-elected the following office bearers:

1. Mr. Rajat Sharma, Vice President, IBDF (News & Current Affairs) - Chairman, India TV
2. Mr. Rahul Joshi, Vice President, IBDF (Govt. & Regulatory Affairs) - Managing Director, Viacom18
3. Mr. Punit Misra, Treasurer, IBDF - President (Content & Intl. Markets), Zee Entertainment

The other IBDF Board members include:

1. Mr. Aroon Purie, Chairman, TV Today
2. Mr. I. Venkat, Director, Eenadu TV Ltd
3. Mr. Kevin Vaz, President & Head of Network Entertainment Channels, Star India (representing Asianet Star Communications Ltd)
4. Mr. N. P. Singh, MD & CEO, Culver Max Entertainment Pvt. Ltd.
5. Mr. R. Mahesh Kumar, MD, Sun Network
6. Mr. Punit Goenka, MD & CEO, Zee Entertainment (representing Zee Media Corp)
7. Mr. Nitin Nadkarni, Director, Bangla Entertainment
8. Mr. John Brittas, MD & Chief Editor, Malayalam Communications Ltd (Co-opted Director)

Speaking on the occasion, IBDF President, K. Madhavan said, "I am elated to lead the Industry body for the third consecutive year. It places a huge responsibility on my shoulders to steer the sector through challenges and complexities.

Despite the challenging macro-economic conditions including global recessionary trends, Ukraine war, interest rate actions across the globe and tech slowdown, India continues to show relative resilience with a projected GDP growth of nearly 7% this year. For the Media & Entertainment industry, India, with its vast cultural heritage and huge reservoirs of talent and experience offers tremendous potential. There is significant headroom for growth for both linear television as well as streaming businesses.

I look forward to the support of each and everyone in the fraternity to collaborate with the government and other regulatory bodies for building a conducive business environment for faster growth of the Indian M&E industry and to become a global powerhouse in content creation."

About IBDF:

Indian Broadcasting & Digital Foundation is the largest body of Television Broadcasters in India. Set up in 1999, IBDF represents and is dedicated to the promotion of television broadcasting in, to and from India. IBDF members provide channels and programmes that deliver about 90% of television viewership in India. Member offerings cater to most of India's diversity and plurality in every language and in every genre of television viewing. IBDF has, over the years, achieved the unique position of the accredited spokes-body of the television broadcasting industry. IBDF endeavours to work closely with and align industry, policy makers, regulators and partners so that the television sector in the media and entertainment industry grows to its fullest potential in an equitable manner