

BTVi ropes in Shilpa Shetty and Seema Pisharody to strengthen Revenue and Strategy Team

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BTVi - Business Television India has appointed Ms. Shilpa Shetty and Ms. Seema Pisharody to jointly work towards revenue generation for the channel. They will be closely working with Ms. Megha Tata to drive the business news channel to strengthen the next level growth in India. BTVi is reinforcing senior experienced people in the team to build a quality think tank with a focus on the revenue model of the channel. Mr. Anuj Katiyar, who has recently joined the team as the Marketing & Research Head has played an integral role in channel's development in the past 2 months.

Ms. Shilpa Shetty will be actively involved in the strategic planning for generating revenue for the channel. Shilpa was last associated with the Times Network as Vice President Revenue and was the National Sales head for the Times Network cluster of channels for several verticals. Shilpa was also associated with the Network18 group for 10 years.

On joining BTVi, Ms. Shilpa Shetty said, "After years of working across segments in the media and successfully taking up challenges at all steps, I felt it is an interesting opportunity that has come my way to lead BTVi and create a path towards success. I look forward to working with Ms. Megha Tata and the BTVi team to make it a grand success and will always look out for interesting challenges that come my way."

Ms. Seema Pisharody, in her role will be investing her expertise in crafting strategic approach for business development for the channel. Seema has over 15yrs of experience in the media & entertainment industry with brands like Turner and Hindustan Times. Her last assignment was with CNN IBN, as the head of Branded Content for South region.

On the new role, Ms. Seema Pisharody said, "BTVi is poised to be a game changer in the dynamic Business News segment. And I am excited to be part of this winning team."

Welcoming them to the team, Ms. Megha Tata, COO, BTVi, said, "We are really happy to have Shilpa and Seema on board. We believe that their expertise in the domain will be a valuable asset to the channel. Their knowledge and experience will help BTVi brand to scale new heights."

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