



## **DEN Networks Announces the Joining of Sanjay Jain as Group CTO**

**New Delhi, 19<sup>th</sup> May, 2015:** DEN Networks Ltd., the country's largest cable TV distribution company, today announced the appointment of Sanjay Jain as the Group Chief Technology Officer (Group CTO). In his new role, Sanjay will lead the technical verticals of both Cable and Broadband in DEN Networks.

Sanjay is a veteran in this industry and brings about 25 years of experience in Cable, Satellite communications, Broadband and Telecom companies.

Sanjay joins DEN from Bharti Airtel where he was working as the CTO for Upper North handling technical operation of wireless and wireline telecom network of 4 Telecom circles. In Bharti Airtel he also worked as CTO for the DTH business, Sanjay propelled Airtel DTH into leadership position by focusing on technological innovation while in parallel, keeping an equal thrust on the quality of customer experience and driving execution excellence.

He has previously held senior leadership positions with HFCL group, IBM, Reliance Infocomm, Spectranet and Shyam Antenna in Senior Leadership Roles with a focus on building long term strategies, driving technological innovation and sustaining process excellence.

"It is our pleasure to welcome a veteran professional like Sanjay to our fold. His immense experience will help us build technology platforms that will further strengthen our leadership position," said Pradeep Parameswaran, Chief Executive Officer, DEN Networks. "I look forward to his contribution in the critical sphere of technology and customer experience as we embark on a trajectory of rapid growth in digital cable and broadband internet and transform ourselves into a B2C brand."



13 million homes

Largest Subscriber Base amongst all Cable Players in India

DEN Networks is India's largest cable TV distribution company serving 13 million homes in over 200 cities. The company has been a frontrunner in the digitisation of Indian cable television and has approximately 6 million digital subscribers.

DEN's geographic footprint spans 13 key states across India including Delhi, Uttar Pradesh, Karnataka, Maharashtra, Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand and Bihar. The company has a significant presence in the strategic & economically important Hindi Speaking Markets (HSM) belt.

DEN Digital - DEN's digital cable services brand is one of the market leaders in India's digital television space. DEN Digital offers a wide choice of channels and services spanning all major genres and languages along with cutting edge value added services (VAS).

True 100 Mbps

Superfast DEN Boomband

DEN has soft launched its super-fast cable broadband internet services on DOCSIS 3.0 technology. The offering offers plans up to speeds of 100 Mbps. The service is currently available in parts of Delhi NCR.



Delhi Dynamos FC

Redefining football culture in Delhi

DEN is the proud owner of the Indian Super League's Delhi Team – Delhi Dynamos FC. With the introduction of Delhi Dynamos FC, DEN aims to become the default destination for entertainment, information and interactivity for the Indian family.

