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DEN Networks Announces the Joining of Gaurav Tikoo as GM, Brand

New Delhi: DEN Networks Ltd. announces the joining of Gaurav Tikoo as General Manager, Brand to accelerate the company's transformation from a B2B business into a leading consumer facing digital cable and broadband company.

Gaurav joins DEN from HCL Infosystems where he was the head of Global Marketing Mobility Solutions. Prior to HCL, he has worked with Samsung India Electronics as Lead, Marketing Communications for their Home Appliances Division. He has previously been associated with companies like Radico Khaitan, Max New York Life Insurance and LG Electronics.

Gaurav brings with him over a decade's experience in the field of strategic brand management and establishing brand identities. He was instrumental in creating and managing HCL's "ME" tablet brand globally. His work on ME tablets helped HCL win prestigious awards like Marketing Campaign of the Year, Emerging Brand, Best use of Social Media, Brand Excellence at the CMO Asia forum. He has also been conferred with the Star Youth Achiever award by the Global Youth Marketing Forum for his work at HCL.

Commenting on Gaurav's appointment, **Sameer Manchanda, Chairman & Managing Director, DEN Networks**, said, *"It is my pleasure to welcome Gaurav to the DEN team. DEN is at the cusp of a rapid evolution into a B2C company serving digital cable and high speed broadband to millions of Indians. We are very happy to have Gaurav on board to take charge of DEN's transformation into a leading digital entertainment brand."*

About DEN Networks Limited

DEN Networks is India's largest cable TV distribution company serving 13 million homes in over 200 cities. DEN is a frontrunner of digitisation of Indian cable TV serving an estimated 30 million viewers. DEN is launching India's fastest high speed broadband service with speeds of 100 Mbps and more. DEN is also the Delhi franchisee of football's Indian Super League. DEN aims to become the default destination for entertainment, information and interactivity for the Indian family.

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