

# Sriram Sharma to take over from Anita Mookerjee as Head of South

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Sriram moves in from Starcom where he was a Vice President, overseeing the Samsung business and the Bangalore office. A marketing major from Bangalore he has over 15 years of experience across agencies like McCann, Maxus and Starcom.

Debraj Tripathy, MD MediaCom India comments on the appointment - "Sriram is a thorough professional and is best suited for the role. His experience in Bangalore and the other markets in the South gives him an added advantage, which I am confident will help our clients' and our business grow at a much faster rate"

Says Sriram "I am thrilled to be part of the MediaCom family and look forward to adding value to one of the most vibrant agencies in the country"

Sriram replaces Anita Mookerjee who has moved to Jakarta to manage MediaCom Indonesia. Anita spent over 5 years in MediaCom Bangalore and was instrumental in building a very successful office from scratch.

Says Debraj "Anita was one of the most successful and respected managers in MediaCom India. The speed and manner in which she built and managed MediaCom Bangalore is a testament to her skill and maturity as a manager. I wish her, the very best in her new role. Her move is part of our continuous effort to reward our best talent by growing them into larger roles across our global network."

Adds Ed Thesiger who leads GroupM Indonesia "I am delighted to welcome Anita to the GroupM Indonesian leadership team. On the back of her tremendous track record in India, I have every confidence that she possesses the necessary skills and leadership characteristics to replicate that success here and continue to drive full throttle our growth agenda for the Mediacom Indonesia business"

MediaCom India is known for its strategic thinking and innovative work and is one of the most awarded media agencies in India. They won the Grand Emvie in 2011 for the world's first "Talking Newspaper", an innovation that they did for Volkswagen. MediaCom swept the Digital display category at the Emvies 2012 winning all three medals in the category. MediaCom manages other blue chip businesses like Procter and Gamble, Volkswagen, Skoda, Audi, Dell, Shell, Wrigley, Piaggio and makemytrip.com among others.

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