



The 120 Media Collective appoints Sandeep Naug as Vice President, Business Development

Mumbai, Thursday, 23 July 2015: The 120 Media Collective, a digitally-inclined company that creates and distributes content for audiences and brands across multiple platforms, announced today the appointment of Sandeep Naug as the Vice President, Business Development. He will be responsible for driving revenue and integrated new business including branded content and other properties, for the company and its verticals – **Jack in the Box Worldwide, Sniper and Sooperfly**. Naug will report to Roopak Saluja – Founder & CEO, The 120 Media Collective, and will be based out of both Mumbai and Delhi.

A seasoned media professional with over eight years of experience in content solutions, Sandeep's specialization lies in branded content and sales, strategy, planning and implementing paid, earned and owned media. Armed with an ISB&M post graduate degree, he has previously worked with CNBC TV18, Bloomberg UTV and Disney, and most recently with Culture Machine as Lead- Revenue for North and APAC through digital video content and channel management. Sandeep's holistic exposure across sectors, namely, BFSI, Mobile, Automobile, FMCG, Information Technology/Information Technology Enabled Services (IT/ITes), Small and medium-sized enterprises (SMEs), enables a more in-depth understanding of the dynamics of content and its implications for brands.

Speaking about the development, **Roopak Saluja, Founder & CEO, The 120 Media Collective**, said, "Entering our ninth year of existence, we're not just creating content and communications but are now engaging with specific audiences in a strategic manner. Bringing our diverse offerings together to create integrated solutions for brands is therefore paramount. Sandeep's broad and deep experience in Branded Content across traditional and digital media, his solutions-oriented approach towards brands and advertisers and his profound understanding of where the industry is headed, make him the perfect fit for this role, which will be pivotal in taking The 120 Media Collective to the next level as an integrated next generation media company."

"120 MC has a very deep understanding of consumer nativeness of new media and it has been proved multiple times be it Kolaveri Di or BeBEAUTIFUL. Creating content that the consumer can appreciate and engage with is imperative and 120MC has the capability to create, execute and distribute such content led communication for brands across medium with digital at its

core. I am glad to be a part of this team, learn more and do more”, said, **Sandeep Naug, Vice President, Business Development, The 120 Media Collective.**

About The 120 Media Collective

The 120 Media Collective is a digitally-inclined company that creates produces, distributes, monetizes, creates engagement around and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the company comprises subsidiary brands, **Jack in the Box Worldwide**, one of South Asia’s leading agency brands in the digital space; **Bang Bang Films**, South Asia’s largest commercials production company; **Sniper** that aims to redefine commercials and content production in the digital age and **Sooperfly**, a digital video network that will arm the group with the ability to build content brands direct-to-audiences. With the highest level of credibility and relationships with brands and superlative multi-platform content creation capabilities, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com

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