



Anita Karnik takes over the reins at Sniper as Senior Vice President & Business Head

~Will be part of The 120 Media Collective's Senior Management Team; the latest in the series of recent high profile appointments~

Mumbai, 14 December 2016: Digital-first communications and content company, **The 120 Media Collective** has brought in former **Mindshare Principal Partner, Anita Karnik**, as **Senior Vice President & Business Head** for **Sniper**, the commercials & content production arm of the company. She takes over from Chahna Rupani, and will report to **Roopak Saluja, Founder & Chief Executive Officer, The 120 Media Collective**. The announcement comes shortly after the appointments of **Kaizad Pardiwalla** as **President**, and **Abinandan Bose** as **Creative Director** respectively, for **Jack in the Box Worldwide**, the company's **integrated communications agency**. These strategic appointments in The 120 Media Collective's senior management team are central to the company's future plans, and part of its ambitious growth strategy.

Prior to her 15 years with Mindshare, Anita also worked with Rediffusion Y&R and Lintas. A known figure in the media & advertising industry with over 20 years of experience, she has rich experience in Media & Communications management, apart from driving Content, Activation & Entertainment across various sectors including FMCG, Consumer Durables, Financial Services and Automotive, to name a few.

In her new role, Anita's focus will be on boosting Sniper's creative and production output for content across platforms, screens, formats and media, while consolidating its position as a leading commercials production company.

Commenting on joining Sniper, **Anita** said, "I am delighted to join Sniper, which has always been a front runner (in its erstwhile Bang Bang Film days and thereafter as Sniper itself) in the business of Content - spanning commercials and multiscreen content. I look forward to creating some more magic, especially in this 'Lean-in' era."

Speaking on her appointment, **Roopak** added, "The creation of Sniper a couple of years ago, from its antecedent Bang Bang Films, was a prescient move in line with where the industry has now moved to. Anita joins us at the perfect time to capitalize on the seriousness with which brands are viewing content and allocating investments towards video. Her multi-format, multi-platform content experience is bound to prove invaluable while leading Sniper towards market leadership in a fast-evolving space."

The **120 Media Collective** aims to be **South & South-East Asia's premier communications and content company**, having a robust growth strategy in place to achieve that ambition. Both, Kaizad and Anita, in addition to their respective leadership roles at Jack in the Box and Sniper, will also be responsible for driving integrated output at a 120MC level.

Sharing his thoughts on the new leadership, **Roopak said**, "With Kaizad and Anita on board, we're geared for an action packed ride in 2017 and beyond. Their vast experience and leadership acumen are hugely welcome additions to The 120 Media Collective. But what excites me most is that our leadership team seems to be tightly aligned at a values and vision level, which bodes well for us to provide a truly differentiated integrated offering in the market. We're still the only entity with best-in-class digitally-led communications and content creation & production under one roof, and it's time we leverage that fact to its full potential."

The Management Committee of The 120 Media Collective now comprises **Roopak Saluja - Founder & Chief Executive Officer, Heather Gupta - Chief Talent Officer, Shilpa Ambre - Chief Financial Officer, Kaizad Pardiwalla - President, Jack in the Box Worldwide, and Anita Karnik - Senior Vice President & Business Head, Sniper**. Collectively, they will drive the organization in its quest to be the leading content & communications player in the region.

"The 120 Media Collective has gone from strength to strength in recent years, and I am delighted that we have such high calibre professionals joining the team at this critical juncture. There is a very clear alignment between our company values & philosophy and the professionalism & principles of both Kaizad and Anita. A truly integrated and cohesive leadership team will drive us to even greater heights in the years to come" signed off **Heather Gupta, Chief Talent Officer, The 120 Media Collective**.

About The 120 Media Collective

The 120 Media Collective is a digitally-inclined company that creates, produces and distributes content, engaging with audiences and brands globally across multi-platforms. 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. 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 | [Twitter: @The120MC](https://twitter.com/The120MC) | [Facebook.com/The120MediaCollective](https://facebook.com/The120MediaCollective)

About Jack in the Box Worldwide

Founded in 2009, Jack in the Box Worldwide is a media-agnostic integrated communications company with digital at its core. With offices in Mumbai and Delhi, the client roster includes Unilever's BeBEAUTIFUL, Pond's Men and Vaseline; Aditya Birla Group's Louis Philippe and TheLabel.in and Allen Solly; Reckitt Benckiser's Airwick, The Gateway - Hotels & Resorts among others and Britannia's projects for Good Day, Pure Magic and IPL. A pioneer in Content Marketing and Branded Content, Jack in the Box is one of South Asia's most heavily awarded digital communications entities.

More at www.jackintheboxww.com | [Twitter: @jackintheboxww](https://twitter.com/jackintheboxww) | [Facebook.com/JackintheBoxWW](https://facebook.com/JackintheBoxWW)

About Sniper

Sniper- Lean. Agile. Amplified. - is a brand launched in April 2015 by Roopak Saluja's 'The 120 Media Collective' offering compelling content backed by targeted outreach capabilities. It aims to redefine the production of commercials and content with a hybrid production model augmented with best-in-class amplification techniques. Building on the credibility of its precursor, Bang Bang Films, and capitalizing on the strong digital content production credentials of The 120 Media Collective, Sniper exists to address the rapidly changing needs of an evolving marketing and content paradigm.

More at www.snipershoots.com | [Twitter @sniper_shoots](https://twitter.com/sniper_shoots) | [Facebook.com/SniperShoots](https://facebook.com/SniperShoots)

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