



## **Sooperfly and Vivek Law to launch content brand to demystify money for Indians everywhere**

**Mumbai, 9 February, 2016: New media company, Sooperfly will enter the genre of personal finance in a joint venture with senior business journalist, Vivek Law.** It will launch a multi-platform, multi-format brand for online Indians everywhere. The soon-to-be-launched content brand will manifest across multiple social and other digital platforms, targeting audiences seeking financial advice and insights.

The video-first brand will aim to redefine the genre and garner new audiences through friendlier programming. A mix of Hindi and English, the content line-up will feature primarily bite-sized content, details of which shall be made available later this quarter. The partnership will be set in motion with content around the impending Union Budget 2016, especially for the young investor.

**Veteran Business and Finance journalist, also former Editor, Bloomberg TV India, Vivek Law comments on his digital debut,** *“After a decade each in print and television, I am thrilled to partner with Sooperfly in my foray into digital journalism. I have been passionate about personal finance and financial literacy and I do believe this venture will help reach out to audiences that are increasingly consuming information through digital, instead of conventional platforms.”*

Sooperfly was founded in 2015 by media entrepreneur, Roopak Saluja, also Founder & Chief Executive Officer of The 120 Media Collective. The diversified content and communications group includes digital agency, Jack in the Box Worldwide and production companies, Sniper and Bang Bang Films.

**Roopak Saluja, Founder & Chief Executive Officer, Sooperfly & The 120 Media Collective, commented on the development,** *“Personal Finance or Money Management is a high priority focus for online Indians everywhere, yet it’s also a subject most are intimidated by. Expertise and credibility must power any solution to this problem. Vivek embodies both qualities in the superlative and we share a common vision of how to build a sustainable business in resolving this pain point. We’re thrilled to announce this partnership as one of the primary pillars on which we’re building Sooperfly.”*

Sooperfly empowers Asia's digital video ecosystem by building content brands direct-to-audiences. Its repertoire includes music, comedy, beauty, fashion, sports, education, technology, the performing arts and more.



### **About Sooperfly**

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More at [www.sooperfly.com](http://www.sooperfly.com)

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### **About Vivek Law**

**Vivek Law is an award winning journalist who has worked across the biggest print and television brands of the country.** He has worked with The Economic Times, Business Standard, The Financial Express and India Today in his print career spanning a decade. He has also been Consumer Affairs Editor at CNBC TV18 and CNBC Awaaz. He has also served as Editor, Bloomberg TV India for 4 years, before moving to the India Today Group as Editor-Business Television. He has anchored multiple shows in English and Hindi. Among the shows he has anchored include Uncovered, Pardafash, Pehredar, Smart Money, Money's Best Friend, Market Guru, Big Story, Courtroom, Fightback for Your Rights and Dhan Daulat. Vivek has served on the boards of FPSB and NBSA. He is Author, The Money Book.

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