



The 120 Media Collective bolsters senior management team

~the company appoints Shilpa Ambre as Chief Financial Officer and Vishal Nongbet as Senior Vice President & Business Head, Sooperfly~

Monday, May 25 2015: The 120 Media Collective, a digitally-inclined company that creates and distributes content for audiences and brands across multiple platforms, announced today two senior appointments, Shilpa Ambre, as Chief Financial Officer of the company and Vishal Nongbet as Senior Vice President & Business Head of their recently launched brand, **Sooperfly** – a joint venture with UK’s Diagonal View, dedicated to the empowerment of Asia’s digital video ecosystem. Both Ambre and Nongbet will be based in Mumbai and will report to Roopak Saluja- Founder & CEO, The 120 Media Collective.

While Shilpa will be responsible for all Finance, Legal Affairs and Investor Relations of The 120 Media Collective and its sub brands – **Jack in the Box Worldwide, Sniper, Bang Bang Films** and **Sooperfly**, Vishal will be entrusted with building the Sooperfly team and business and running day to day operations including content, distribution and monetization across APAC.

A reputed corporate finance professional, Shilpa comes from Komli Media, bringing in multi industry experience of 17 years in Digital Media, Information Technology Enables Services (ITES) Auditing and Financial Services. Shilpa’s expertise lies in Fund Raising & IPO listing, Mergers and acquisition, Business Modeling & Financial Planning , ERP Implementation, to cite a few. Shilpa has also worked with Hexaware Technologies for close to seven years. Her professional knowledge extends across US, UK and South East Asian compliance, accounting and tax regulations.

Vishal, with diverse experience across the media industry of more than 15 years, has held several leadership positions at The Times Group, Mahindra & Mahindra, Webaroo, Kodak India in the past. Prior to joining Sooperfly, Vishal was heading the India business for InMobi.

“The company has undergone a metamorphosis of sorts over the past three years, from being a combined entity of a production company and a social media agency to one that is pushing the boundaries and blurring the lines between communications, entertainment and technology. As we embark on an ambitious growth plan over the next 36 months, bolstering our leadership team with top talent is essential. Keeping the company adequately funded and observing the highest standards of compliance and governance will be key and having someone of Shilpa’s experience and capability overseeing things is of paramount importance”, said, **Roopak Saluja, Founder & Chief Executive Officer, The 120 Media Collective.**

Further commenting on Vishal’s appointment, Roopak said, “Our goal with Sooperfly is clearly to capitalize on all that we’ve built up over the past eight plus years- chief among which are our ability to create compelling content and our credibility with brands- to give ourselves a competitive advantage in

the digital video space. Only someone of Vishal's breadth and depth of media experience, which arms him with a profound understanding of mobile and content monetization, can make a success of this."

Commenting on her appointment, Shilpa Ambre, Chief Financial Officer, The 120 Media Collective, said, "I am very excited to join the strong and accomplished team at The 120 Media Collective and I'm looking forward to leveraging my experience to support the rapidly growing business operations of the Company and its stakeholders".

"While the last two decades have been all about the democratisation of content, there has never been a better time than now for advertisers to engage their audiences via owned rather than paid or earned media. Sooperfly will be looking at harnessing the immense talent in the space, building content brands direct to audiences, and finding that sweet spot between content creators and advertisers", said, **Vishal Nongbet, Senior Vice President & Business Head, Sooperfly (a part of The 120 Media Collective).**

Additionally, ChahnaRupani, Senior Producer, Bang Bang Films has been promoted to Executive Producer, Sniper, and will primarily be responsible for driving revenues and growth and also ensuring excellence and efficiencies for both commercials and content production and SanketKunde has been appointed Group Head of Production.

Shilpa and Vishal join The 120 Media Collective at an exciting time, as the company transforms into an end-to-end multi-platform content player that creates, produces, distributes, monetizes, creates engagement around and promotes the content that it produces. While The 120 Media Collective continues to build on its distinct offering of high-end film production capabilities and best-in-class digital marketing resources under one roof, it has strengthened its unique position with the recently launched brands, **Sniper**, aimed at redefining commercials and content productions and **Sooperfly**, dedicated to empowering video. With new appointments and recent promotions, the Management Committee of the company comprises **Roopak Saluja** - Founder & Chief Executive Officer, **Heather Gupta**- Chief Talent Officer, **Shilpa Ambre** – Chief Financial Officer, **Abhishek Razdan** - Executive Vice President & Business Head, Jack in the Box Worldwide, **Vishal Nongbet** - Senior Vice President & Business Head, Sooperfly, **Chahna Rupani**- Executive Producer, Sniper and **Sanket Kunde** - Senior Vice President & Group Head of Production, and will be instrumental in key decision-making and giving the company strategic direction.

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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