



## **Meet the Team**

### **Mr. Pallav Nagar - Founder of MediaKonneKts (Distribution and Syndication Head International Business)**

Mr. Pallav Nagar has a rich experience in the Media and Telecommunication segments for more than 13 years of qualitative experience in overseeing large operations and explicitly handled various business profiles such as - Strategic Sales Planning, Project Implementation, Budgeting, and overall running of the Cable Operations (CATV) in terms of Analogue, Digital and IP platforms, Distribution of Channels, Syndication of Content, Organizing Events, and Television Channels. Specialized in Startup Projects and Strategic Business Solutions, he has also been instrumental in launching many customized and localized Television Channels on National and International level in countries like India, Singapore, Australia, Sri Lanka, Malaysia, Bangladesh, Japan, Hong Kong etc...

Mr. Pallav Nagar has been associated with popular top notch Indian channels such as Zee TV, Sahara One etc... representing distribution in the International front and shouldered many other responsibilities such as subscription in International markets, customer acquisition; distribution of channels through new as well as existing platforms across the region, Increasing revenues through subscription, Coordination with distributors, & syndication revenues, He has a keen eye on Business development opportunities in new markets and align synergies of the company with synergies of main platforms in each country so as to increase penetration as well as opportunities in revenues for both Indian and International territories.

With years of experience Mr. Nagar has obtained the finesse and expertise in the broadcast industry and in 2011, he has made inroads in the world of syndication and distribution by successfully conceptualizing and launching MediaKonneKts in India –a platform providing a opportunity for Broadcasters, Producers and Syndicators to unlock opportunities, satisfying the entertainment needs of viewers across the globe. A people's person, he has a keen eye to maximize growth through large teams, efficient processes and better negotiations. Mr. Nagar has also been taking initiative in creating Brand Value for the Customers as a whole across territories and geographical borders.