

## **Star India CEO, Uday Shankar, is new Chairman of FICCI's Media & Entertainment Committee**

**NEW DELHI, December 17, 2012.** FICCI is delighted to announce the appointment of **Mr. Uday Shankar, CEO, Star India, as the new Chairman of FICCI's Media & Entertainment Committee.** This position was earlier held by the legendary filmmaker and thought leader, **Mr. Yash Chopra**, who passed away this year in October. Mr Shankar will be supported by **Mr Ramesh Sippy** and **Mr Karan Johar** as the Co-Chair of the Committee.

Mr. Shankar was the Chairman, FICCI Broadcast Forum and led the Forum on some seminal work towards broadcast digitization along with TRAI and the Ministry of Information & Broadcasting, Government of India.

Mr. Man Jit Singh, CEO, Multi Screen Media, will now be the new Chairman of the forum. The FICCI Entertainment Committee has been working closely with the government on behalf of industry stakeholders for the past decade and has been responsible for achieving major milestones for the industry such as the accordance of 'industry' status to the Indian film sector; income tax rebate to the extent of 50 per cent on book profits to the multiplexes; tax holiday for five years by some state governments to give concessions or exemptions from payment of entertainment tax; spearheading the second phase of privatization FM Radio Broadcast Policy; submitting a definitive TRP report to review and recommend robust system of measurement of TRP; working with the Ministry of I&B to define roadmap and solve policy issues relating to animation, gaming , VFX and comic industry (AVGC); towards complete digitization; forming a Sector Skills Council with NSDC to focus on skill development in the media sector, among others.

FICCI looks towards Mr. Shankar's vision, rich and varied experience and deft leadership to take the formidable Indian media and entertainment industry to newer heights.

On taking over as the Chairmanship, Mr. Shankar said that he would work with all industry stakeholders closely to formulate an agenda for sustained growth of the burgeoning entertainment sector and keep up regular and meaningful dialogue with policy makers.

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**FICCI MEDIA DIVISION**