

## Neeraj Vyas to move on from Sony Pictures Networks India to pursue an entrepreneurial journey

### Press Release

**Mumbai, August 05, 2024**

Sony Pictures Networks India (SPNI) today announced that Neeraj Vyas, Business Head—Sony Entertainment Television, Sony SAB, PAL, and Sony MAX Movie Cluster, will be leaving the company effective August 31, 2024. After an illustrious career spanning close to three decades, Neeraj has decided to embark on a new entrepreneurial journey.

Neeraj Vyas has been instrumental in shaping several key businesses at SPNI, including the flagship General Entertainment Channels (GECs), Sony Entertainment Television, Sony SAB, Sony PAL, and the Hindi movies cluster. His journey with SPNI began in sales for Sony Entertainment Television (SET), and he swiftly rose to the position of National Sales Head for the channel in 2005. Within five years, he was appointed Executive Vice President for Sony MIX, the network's Hindi music channel, demonstrating exceptional leadership and strategic vision.

In 2011, Neeraj took on the responsibility for Sony MAX, followed by Sony SAB and Sony PAL in 2017, and Sony Entertainment Television in 2023. Under his guidance, Sony SAB was successfully repositioned as a premium entertainment brand, achieving significant growth through a revitalized programming line-up and content strategy. His leadership has been a source of inspiration for many in the industry.

### Comments:

**N.P. Singh**

"Neeraj Vyas's journey with Sony Pictures Networks India has been remarkable. His vision and leadership have been pivotal in transforming our entertainment channels into market leaders. Neeraj has an innate ability to understand the pulse of the audience and create content that resonates deeply with viewers. On a personal level, Neeraj's passion for excellence and his innovative spirit have always inspired those around him. His departure marks the end of an era for us, but we are excited about the new ventures he will undertake. Neeraj leaves behind a legacy of success, and we wish him all the best as he embarks on his entrepreneurial journey."

**Neeraj Vyas**

"My time at Sony Pictures Networks India has been an incredible journey filled with learning, growth, and countless memorable moments. I am deeply grateful for the opportunities to lead dynamic teams and work on groundbreaking projects. As I move on to explore new entrepreneurial ventures, I carry with me the invaluable experiences and relationships built over the years. I am excited for what lies ahead and remain confident that the teams at SPNI will continue to achieve great heights."

### **About Culver Max Entertainment Private Limited (formerly known as Sony Pictures Networks India):**

Sony Pictures Networks India is the consumer-facing identity of Culver Max Entertainment Private Limited, which is an indirect wholly owned subsidiary of Sony Group Corporation, Japan.



The Company has several channels including Sony Entertainment Television (SET and SET HD), one of India's leading Hindi general entertainment television channels; Sony MAX, India's premium Hindi movies and special events channel; Sony MAX 2, another Hindi movie channel showcasing great India Cinema; Sony MAX HD, a high definition Hindi movie channel airing premium quality films; Sony WAH, the Hindi movies channel for rural markets; Sony SAB and Sony SAB HD the family-oriented Hindi comedy entertainment channels; Sony PAL, a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from its content library; Sony PIX and Sony PIX HD, Sony BBC Earth and Sony BBC Earth HD, the premium factual entertainment channels, Sony AATH, the Bangla entertainment channel; Sony YAY!, the kids entertainment channel; Sony Sports Network – Sony Sports Ten 1, Sony Sports Ten 1 HD, Sony Sports Ten 2, Sony Sports Ten 2 HD, Sony Sports Ten 3, Sony Sports Ten 3 HD; Sony Sports Ten 4, Sony Sports Ten 4 HD; Sony Sports Ten 5; Sony Sports Ten 5 HD; Sony Marathi, the Marathi general entertainment channel; Sony LIV - the digital entertainment VOD platform and Studio NEXT the independent production venture for original content and IPs for TV and digital media. The Company reaches out to over 700 million viewers in India and is available in 167 countries.

The Company is recognised as an employer of choice within and outside the media industry. It is a recipient of several awards, including India's Best Companies to Work For 2021 by the Great Place to Work® Institute, India, 'Aon Best Employers India' awards in recognition of the company's unique workplace culture and exceptional people practices, consistently ranking amongst India's Top 10 Companies with Best Health & Wellness Practices by SHRM & CGP Partners and listed by Working Mother & AVTAR as one of the 100 Best Companies for Women in India.

The Company is in its 28<sup>th</sup> year of operations in India. Besides having overseas subsidiaries, it has a subsidiary MSM-Worldwide Factual Media Private Limited, and an affiliate, Bangla Entertainment Private Limited in India.

For more information, log onto [www.sonypicturesnetworks.com](http://www.sonypicturesnetworks.com)

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