

INSIDE INDIA

INSIDE INDIA

Inside India was founded on the understanding that each Star is a brand in their own right. As global and commercial prospects for Indian cinema talent rapidly expand it is essential that stars are able to guide and direct their own brand both commercially and stylistically. Inside India offers a unique, ground breaking system where the celebrity retains ultimate control while Inside India's Star Diaries offer provides new ways for the star to 'live digital' to the fullest.

Who We Are: The Management Team

- Jackie Cooper- Founder, 30 years as a brand strategist and erudite PR sage with experience in building brands globally, including the Olsen twins' billion-dollar merchandise empire. She also worked extensively with celebrity balancing maximum commercial exploitation with talent protection Currently Vice Chair and Creative Director at Edelman London.
- Jessica Hines- Founder, 15 years experience in the Indian Film industry, a published author and media commentator on Bollywood, works on behalf of the UK film industry to develop production relations between India and UK. She also works with a select number of luxury clients who wish to explore the Indian high-end luxury market.
- Shazia Nizam- Founder, 15 years experience as an entertainment and technology specialist, consulting on culturally appropriate strategies plus market and Industry analyses. Shazia has an MBA with an International strategy focus and runs an agency for advising leading brands and blue chip companies.
- Philippa Ross- Founder, 14 years experience in the fashion, style and PR industries encompassing brand promotion, event management together with coordinating International-marketing initiatives for ftse 100 companies
- Rahul Merchant- Director Operations, ASIA, 11 years in the Indian media and entertainment industry working in Sales, Marketing and Business development around multiple Film & Television properties, Content, Stars and Brands. Rahul has held Senior Positions at Group Percept, Group Shringar, Channel 9 (Nine Network of Australia) & at Star India Ltd.

Who We Are: The Non-Executive Directors

- Harish Dayani - CEO of Moser Baer. 32 years experience in distribution and marketing strategies for multinationals in India, Harish Dayani is a very well respected Industry figure and is now successfully at the helm with Moser Baer India Ltd., responsible for revolutionizing the Home Entertainment Business in India.
- Mike Stone - CEO of The Beanstalk Group - world's largest licensing consultancy. Recognized as expert in licensing and branding for brands such as Mary-Kate and Ashley Olsen, Coca Cola, Ford & Universal Studio.
- Ashesh C Shah - 20 years early-stage venture experience from start-ups to 4 IPOs & M&As; Cambridge Technology, I-Cube, Black Duck Software, Prospero Technologies.
- Palle Pedersen - 20 years experience of bridging business with technology - typically as CTO of high-tech and mobile ventures - often ending in M&A. Including: Thinking Machines, ICE, Delphi, Healthology, Wallaware, Black Duck Software, RealCME

Inside India Ltd, London

T: +44 203 0474033 E: philippaross@insideindia.co.uk

Inside India Pvt Ltd, Mumbai

T: +91 9820231033 E: rahulmerchant@insideindia.co.uk

W: www.insideindia.co.uk

W: www.stardiaries.net