

BayTalkitec appoints Anil Sabnis, Senior Vice President, Business Strategies

To play key role in growth of new Mobile VAS division and converged communication offering

BayTalkitec, a market leader in the VAS & CIM (Customer Interaction Management) space and pioneer of 3G mobile video applications in India, today named *Anil Sabnis* its new Senior Vice President, Business Strategies. Anil is responsible for leading the company's new 3G/2.5G Mobile VAS division, alliances and partnerships and the overall business strategy function for Bay Talkitec's converged communication offering.

"Anil's vast global experience in the telecommunications and computer telephony industries and in developing successful business strategies will be a great asset as we continue to develop our communication technology offering for global enterprises. His addition to our executive team will help us refine our direction and ensure that we have necessary internal processes in place to achieve our goals", said K.Sheker, Bay Talkitec co-founder & Director.

Prior to joining Bay Talkitec, Mr. Sabnis served in senior level capacities at global organizations such as Unisys, Intel Dialogic, Interactive Intelligence, and Servion Global Solutions. He has over 25 years of experience in the telecommunication technology space, encompassing product management, product marketing, technical sales and business development. Mr. Sabnis holds a Master's degree in Computer Science from USA and Bachelor's degree in Electronic & Communications from Bangalore University.