

## BayTalkitec appoints Raghunath Vijayaraghavan as Director- Marketing

BayTalkitec, a market leader in the VAS & CIM (Customer Interaction Management) space and pioneer of 3G mobile VAS video applications in India, today announced the appointment of *Raghunath Vijayaraghavan* as its new Marketing Director.

With his vast experience across diverse marketing portfolios in leading technology companies in the US, Raghunath will play a key role in growing the Mobile VAS division of Bay Talkitec. As part of this team, Raghunath will market the company's innovative 2.5G & 3G VAS applications across geographies including the US, Singapore, Malaysia & India.

Mr. Sheker, Co-Founder & Joint Managing Director, BayTalkitec said, "We are delighted to have Raghunath as part of Bay Talkitec at a time when the Mobile VAS division will emerge to become the key growth engine of the organization. With his proven expertise in technology marketing, we are confident he will strengthen Bay Talkitec's leadership position in the 3G VAS space".

Accepting his new responsibilities, Raghunath said, "I keenly look forward to building a market for our excellent 2.5G & 3G VAS platform and portfolio of offerings. We have successfully demonstrated our capabilities to major telecom operators, content providers and to the advertising industry and are in the process of deploying some novel applications. I am excited to be part of Bay Talkitec, which is uniquely positioned in a fast growing sector such as mobile VAS, and is posed to grow rapidly in the next few years."

A post graduate in Business from Thunderbird School of Global Management, Raghunath brings over fourteen years of industry expertise, having held senior positions in US in the technology Industry.