**Mr. Siddharth Bhardwaj**

**CEO - Digital Cinema Business**

Siddharth leads the Digital Cinema Business vertical as the CEO. Erstwhile, he was responsible for two major functions at UFO Moviez; National Head – Enterprise Ad Sales and Chief Marketing Officer where he invested his time and effort to test, compare, analyze, and improve the overall aspect of the Enterprise Ad Sales and Marketing responsibilities. As National Enterprise Sales Head, Siddharth lead the charge for UFO Moviez’ critical growth lever that is Enterprise Ad Sales. During his seven years at UFO Moviez, he has been instrumental in setting up the pan India enterprise ad sales team and successfully managed to drive Ad- Sales growth & explore market development opportunities for the same. He joined UFO Moviez in 2012 during its initial development stage and formed the new team in less than 2 months, a team he has mentored over the years.

He has more than 28 years’ experience in building teams and setting up new businesses/startups. A qualified engineer and an MBA, his sales rich experience at the grass root level and domain expertise from having worked across varied industries has enabled him to understand the critical factors driving those industries and also deep insights into the buying patterns of consumers.

In his earlier experience he has driven sales revenues for brands like Exide, Elf Lubricants and Airtel, or with Reliance Retail where he was a part of the launch team that helped set up their retail stores in Punjab, it was his eventual stint with the media that helped him rediscover himself. As part of the leadership council during his 4.5 years with the Reliance Broadcast Network Limited, he led an exponential growth in the non-metros. In his last assignment with RBNL, he was leading radio sales nationally for the brand 92.7 BIG FM. While away from work, he enjoys travelling and is also a sports enthusiast.