

BIF appoints new Director General

Rajat Mukarji, an industry veteran, brings over 25 years of experience in the Indian telecom sector

New Delhi, 3rd February 2020: Broadband India Forum (BIF), the leading independent Think-Tank and Policy Forum for Digital Communications in the country, today announced the appointment of Mr. Rajat Mukarji as the new Director General of the institution. An industry veteran with more than 25 years of experience in the sector, Rajat will be responsible for heading the Directorate functions of BIF. Having been part of the Indian ICT sector since 1995, when the telecom revolution started in India, Rajat brings with him rich experience in the areas of marketing and corporate communications, corporate and government affairs, and regulatory, policy and techno-economical aspects of the industry.

Mr. TV Ramachandran, President, BIF, thus commented, *"We extend a very warm welcome to Rajat, a reputed and respected industry veteran, who has been closely involved in the growth and evolution of the sector, since its very inception. Rajat brings with him an invaluable balance of experience, knowledge, vision and expertise, which we are positive, will help in driving the BIF mission forward. With his keen grasp of the issues that need to be addressed to ensure the continued growth of Broadband in the country, we believe Rajat would effectively steer BIF to greater aspirations and achievements."*

An alumnus of St. Stephens' College, Delhi, Rajat has more than 45 years of work experience with specialization in Strategy, Branding, Communications, Business Development and Advocacy. Prior to this Rajat has served in key positions in a number of organisations including Raymonds, Birla AT&T – being an original team member of the establishment, ZTE India and most prominently as the Chief Corporate Affairs Officer of Idea Cellular for 16 years.

About Broadband India Forum

Broadband India Forum (BIF) functions as a policy forum and think-tank that works for the development & enhancement of the entire broadband ecosystem in a holistic, technology-neutral and service-neutral manner. BIF has established itself as a thought leader and a credible and effective voice, to help propel the nation to achieve the country's ambitious vision of creating a Digital India. To achieve this, BIF works to promote the rapid development of policies, so as to facilitate affordable and high-speed ubiquitous broadband throughout the country.

Formed in October 2015, BIF is a dedicated forum with participation from all stake holders, including Technology Providers, Telecom Operators, Internet Service Providers, Value-Added Service Providers, Satellite Operators and service providers, MSOs, Startups and professional entities, as well as seasoned Industry professionals who are familiar with different technologies, operations, regulations and policies.

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