

SPEAKER PROFILE

Anurag Batra
Chairman & Editor-in-Chief
exchange4media

Anurag Batra is an entrepreneur, media expert and a journalist rolled into one. Batra is a B. Tech in Computer Sciences, from the prestigious The Technological Institute of Textile and Sciences Bhiwani a degree, which he acquired before joining Management Development Institute (MDI), Gurgaon, one of India's leading business schools. Batra is the Chairman and Editor-in-Chief of exchange4media group which includes exchange4media.com, PITCH, IMPACT, Realty Plus and Franchise Plus.

In early 2005 Indira Group of Institutes in Pune awarded the Young Marketer of the year award to Anurag Batra. Early in 2006 the prestigious Management Development Institute (MDI) and Batra's Alma mater awarded Batra the "Most Distinguished Alumni of the Decade Award". Anurag Batra is also a member of the Sales & Marketing committee of the Delhi Management Association and is the Past President of the Franchising Association of India, Northern chapter. Anurag Batra was also instrumental in setting up the India sports equity foundation along with Mr. Harish pal Singh. Batra is passionate about Magazines and is on the Executive Committee of the Association of Indian Magazines (AIM). Batra wants to give back to the industry and his love for teaching comes into play in his position as the Chairman of the Advisory Board of FMCC (Futuristic Media Communication Centre), a leading Media, Advertising, Communication and Journalism School in India which is into its fifth year.

Batra is also on the core group of TIE's (The Indus Entrepreneurs), a special interest group focused on Internet. He is also advising the government through his white papers on Internet, Media and Television and their impact on society. Batra also writes a monthly column on Entrepreneurship, in India's only Entrepreneurship magazine, Dare. He is also a regular speaker on National and International Conferences on Media, Internet, Television, Media policy and Entrepreneurship. In April, Batra was invited to speak on Indian Broadcasting at National Association of Broadcasters conference at NAB in Las Vegas. In September, Batra spoke at the prestigious American Business Media conference in New York.

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《exchange4media》
主席暨总编辑

Anurag Batra 集企业家、媒体专家及记者于一身。Batra 先生于知名学府 The Technological Institute of Textile and Sciences Bhiwani 获电脑科学学士学位，并于印度领先的商学院 Management Development Institute (MDI) 就读。Batra 先生现任 exchange4media 集团主席暨总编辑，集团旗下包括 exchange4media.com、PITCH、IMPACT、Realty Plus 及 Franchise Plus。

于 2005 年初，Batra 先生荣获位于 Pune 的 Indira Group of Institutes 颁发「年度青年营销专家奖」。而于 2006 年初，Batra 先生获其母校，即著名学府 Management Development Institute (MDI) 颁发「年代最杰出校友奖」。Anurag Batra 为 Delhi Management Association 销售及市场营销委员会成员，曾任 Franchising Association of India 印度北部分会主席。Batra 先生亦与 Harish pal Singh 先生一同建立 India sports equity foundation。Batra 先生对杂志业充满热诚，是 Association of Indian Magazines (AIM) 行政委员会成员。Batra 先生亦希望回馈业界，热衷教学的他已连续五届担任印度领先的媒体、广告、公关及新闻学院 FMCC (Futuristic Media Communication Centre) 顾问委员会主席。

Batra 先生为关注互联网特殊利益的团体 TIE's (The Indus Entrepreneurs) 的核心组员。他透过白皮书，向政府提供有关互联网、媒体和电视对社会影响的建议。Batra 先生每月为印度唯一企业家杂志 Dare 撰写企业专栏。他定期于国内及国际会议发表关于媒体、互联网、电视、媒体政策及企业的演说。今年四月，Batra 先生获邀于拉斯维加斯举行的 National Association of Broadcasters 会议发表有关印度广播业的演说。同年九月，Batra 于纽约 American Business Media 会议任演讲嘉宾。