

# Applause Appoints

**A**pplause Entertainment, a content studio led by Sameer Nair, has appointed Ashok Cherian as their Head of Marketing and Revenue. The studio, which is a part of the Aditya Birla Group, will see Cherian leading integrated marketing and brand building to drive revenue for the brand. Cherian has over 19 years of experience in the print, television, consulting and retail sectors. Prior to being appointed at Applause Entertainment, he was CMO at SMAAASH Entertainment and also did a stint at MTV India.

Applause Entertainment is currently creating over 25 drama series in Hindi and other regional languages. Some of the shows are *The Scam* with Hansal Mehta, *Criminal Justice* directed by Tigmanshu Dhulia, *The Office* with BBC, *Hasmukh* with Vir Das and Nikhil Advani and *Rasbhan* with Swara Bhasker.