

# Big shake-up at Star India sales as Rajeev Beotra and Anand Khurana exit

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Two senior personnel from the sales division of Star India – Rajeev Beotra, Head, Ad Sales and Anand Khurana, EVP – have decided to move on from the network. Beotra joined the broadcast network in December 2013 and Khurana had a year-long relationship with the company.

While Star India officials could not be contacted, sources close to the company confirmed the news to BestMediaInfo.com. Their future course of action is yet not known.

As a head of sales for both entertainment and sports networks of Star India, Beotra was reporting to Amit Chopra, Head of Revenues.

Beotra had joined Star India in December 2013 as Head of Advertising Sales for Star Sports from HT Media Ltd where he was National Head, Revenue and Circulation. Beotra has spent over eight years with HT Media, heading advertising revenue function and circulation. Prior to joining HT, he had worked with Avon Beauty Products, Whirlpool, Coca-Cola and Asian Paints. An MBA in Marketing, Beotra has over two decades of experience in sales.

Khurana had joined Star from Airtel, where he was Circle CEO from 2014 to 2015. He had earlier worked with HUL for over close to 16 years in different capacities. He also spent a year at Unilever USA in 2006-2007.