



The Must Have HITS

September 25, 2023

To,  
Listing Department  
**BSE Limited**  
P.J Towers, Dalal Street,  
Fort, Mumbai – 400 001

To,  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (E), Mumbai – 400 050

Scrip Code: **532375**

Symbol: **TIPSINDLTD**

Dear Sir/Madam,

**Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Please find enclosed a copy of the press release titled “**Tips Industries Ropes In ByteDance (TikTok Music) Lead As Its New Chief Executive Officer**” with regards to appointment of Mr. Hari Nair as a Chief Executive Officer of the Company.

A copy of the same is also available on the Company’s website [www.tips.in](http://www.tips.in).

Kindly take the same on your record.

Thanking you,

For **Tips Industries Limited**

**Bijal R. Patel**  
Company Secretary

Encl: a/a

**TIPS INDUSTRIES LTD.**

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## Tips Industries Ropes In ByteDance (TikTok Music) Lead As Its New Chief Executive Officer

**Mumbai, 25<sup>th</sup> September 2023:** Tips Industries Limited (“TIPS”), a public-listed music-company, has today announced the appointment of Mr. Hari Nair as the company’s new Chief Executive Officer. Hari brings in 25 years of overall experience, of which last two decades in the music ecosystem and earlier in IT services. With this appointment, TIPS aims to strengthen its core leadership team, focus on driving revenues further, be it increasing its music distribution capabilities or expanding into new domains of music monetization. Hari will be responsible for leading the company into its next phase of growth, amidst the fast-changing digital trends and vibrant content ecosystem in India’s entertainment industry.

On this appointment, **Mr. Kumar Taurani, Managing Director – Tips Industries Limited** commented, “We are extremely delighted to appoint Hari as our Chief Executive Officer. Hari has 360-degree experience of music ecosystem: starting from music distribution companies like Soundbuzz & Mauj Mobile, to heading digital business for a global music company Sony Music India, and then leading performance rights organization PPL India’s digital transformation. His last global multi-regional exposure in ByteDance ecosystem, launching their music streaming service Resso first in India, and the overall TikTok experience is a great value addition for TIPS. With this experience hand being added into our core teams, combined with our strength in music content creation and acquisition, we aim higher revenues and continue to deliver value for our shareholders”.

Joining ByteDance in 2019, Hari led the South Asia region for music partnerships and licensing for all ByteDance apps like TikTok, Resso, Helo, Capcut, etc. Further, Hari was entrusted with a larger multi-region role (Middle East, Africa, Turkey and South Asia) for Artist Services division at TikTok, where he was primarily responsible for launching SoundOn (music distribution service), drive the business P & L for the region and also ensure supporting local artist / music labels. His music journey started with Asia’s first online music store “Soundbuzz”, which was acquired by Motorola.

**Speaking on his new role, Hari Nair said,** “I am absolutely delighted to become a part of the TIPS team. It is an honour for me to lead an organization with quality music catalogue, focused content acquisition strategy, and a stable-plus-steadily-growing-market-share music company. TIPS continues to deftly navigate through India’s ever-evolving digital landscape, thanks to the promoters’ experience, and a clear vision. The company’s brilliant track record of profitable growth speaks volumes about its management’s endeavour to maximize shareholder returns. As the company stands at a pivotal juncture in its journey, I am humbled and equally excited to be a part of this aggressive journey. I would like to extend my utmost gratitude to Kumar Taurani – CMD and the Board members, for showing faith in my candidature to lead this company.”

### **About Tips Industries Limited**

TIPS is a public-listed music label in India, founded in 1988 by Mr. Kumar Taurani and Mr. Ramesh Taurani. Right from acquiring/ producing superhits in the 90s like Khalnayak, Phool Aur Kaante, Soldier, Coolie No.1, Raja Hindustani, Rangeela, Gupt, Pardes, Taal, Raaz, etc. to musical blockbusters



films like Ajab Premi ki Gazab Kahani, Prince, Ramaiya Vastavaiya, Race (Franchise) and acquiring regional Tamil blockbusters film music like Ponniyin Selvan1 and 2 now.

Over the decades, Tips Music has been home to all popular artists, including Alka Yagnik, Udit Narayan, Kumar Sanu, Sonu Nigam, Atif Aslam, Badshah, Diljit Dosanjh, Arijit Singh, A.R. Rehman, B Praak, to name a few. The label has also launched many new talents and played a pivotal role in shaping their musical careers. The company boasts an extensive catalogue of 30,000+ “THE MUST HAVE HITS” songs and is considered to be a prominent music creator across major languages and genres of music from India.