



The Must Have HITS

September 25, 2023

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

Scrip Code: **532375**

Dear Sir/Madam,

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

Symbol: **TIPSINDLTD**

Subject: Revised Press Release - Tips Industries ropes in Hari Nair as its new Chief Executive Officer

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Revised Press Release on the above captioned subject.

A copy of the same is also available on the Company's website 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.

601, Durga Chambers, 6th Floor, Linking Road, Khar (West), Mumbai 400 052.
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CIN: L92120MH1996PLC099359



Tips Industries ropes in Hari Nair as its new Chief Executive Officer

The Ex-ByteDance (TikTok Music) Lead to be responsible for driving revenue growth through business expansion to newer domains

Mumbai, 25th 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 the last two decades were spent in the music ecosystem. With this appointment, TIPS aims to strengthen its core leadership team, as well as focus on driving revenues further, be it through 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 a 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. With an experienced hand like Hari being added to our core teams, combined with our strength in music content creation and acquisition, we aim to achieve higher revenues and continue to deliver value for our shareholders”.

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 a quality music catalogue and focused content acquisition strategy, which is known for its longevity in the music industry and continues to steadily grow its market share. 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 and the Board members, for showing faith in my candidature to lead this company.”

Joining ByteDance in 2019, Hari led the South Asia region for music partnerships and licensing for all ByteDance which gave him a multi-regional exposure in ByteDance ecosystem, launching their music streaming service Resso first in India, and the overall experience with apps like TikTok, 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), driving the business P & L for the region and also ensuring support for local artist / music labels. His music journey started with Asia’s first online music store “Soundbuzz”, which was acquired by Motorola. Prior to his long innings in the music arena, Hari also worked in the IT services industry.



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.

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