



Press Release

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Atria Convergence Technologies announces appointment of Eashwar Iyer as the new Chief Financial Officer (CFO).

Bengaluru, 01 March, 2018: Atria Convergence Technologies (ACT), India largest ISP in the fiber broadband category and a leading in-home, entertainment, education, service provider, announces the appointment of Eashwar Iyer as the new Chief Financial officer (CFO).

In this role, he will lead the finance division of ACT across all verticals and legal entities. He will also be responsible for financial planning and reporting, purchase and other commercial activities, along with guiding the legal and secretarial teams.

Speaking on the appointment, **Bala Malladi, CEO, Atria Convergence Technologies**, said, *"I am very pleased to announce Eashwar Iyer as ACT's new Chief Financial Officer. He brings vast experience across industries, businesses and geographies coupled with deep knowledge and experience in the finance sector that will certainly add immense value to our organisation"*.

Prior to joining ACT, Iyer worked as Vice President at Hindustan Coca Cola Beverages - Supply Chain, Procurement and Infrastructure. He has also worked at Agro Tech Foods and PepsiCo in various roles. He is a qualified chartered accountant and cost accountant from the Institute of Chartered Accountants of India and the Institute of Cost Accountants of India respectively.

About Atria Convergence Technologies

Founded in 2000, ACT (Atria Convergence Technologies Pvt. Ltd.) is India largest ISP in the fiber category and a leading in-home entertainment, education, and interactive service provider. Based in Bangalore, ACT operates across cities and towns in Karnataka, Andhra Pradesh, Telangana, Tamil Nadu and Delhi. ACT is one of the country's most renowned Triple Play Service providers, bringing state-of-the-art services to nearly 2.5 million happy homes.

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