



Mr. Ashok Kurien

Mr. Ashok Kurien (DIN-00034035), is one of the Founder-Promoter and Non- Executive Director on the Board of your Company. Mr. Kurien has been in the business of building brands for over 35 years now, particularly in the fields of Media, Marketing and Communications. An early bird, Ashok Kurien has the keen eye of driving start-ups in emerging businesses, helping in guiding them to size and scale. These include Advertising, TV, Lottery, PR and dot coms, where he both, invested and mentored, creating resounding success stories.

Mr. Kurien's passion to 'go on his own' fired his ambition, resulting in the formation of Ambience Advertising in 1987, the most formidable creative powerhouse in its first decade. Ambience has come a long way, and was later sold and is now Publicis India. Mr. Kurien is a Founder-Promoter of India.com, the Joint Venture between Zee Entertainment Enterprises Limited and Mail.com, which he helped conceptualize and establish. He is also a Founder Partner of Hanmer & Partners, now MSL, India's leading Public Relations agency.

Mr. Kurien is a Promoter at Livinguard Technologies, the World's First and Only Permanently Disinfecting Textile Technology. He is currently focused on building Livinguard, a business with a social return, which delivers pure, bacteria/virus free water, from the dirtiest, muddiest, contaminated water, without electricity. Livinguard has touched the lives of over half a million poor people over the last two years.

Despite the great heights he's achieved in this career, Mr. Kurien has his feet firmly rooted to the ground. He believes in commitment to society and is involved with a number of charities, NGOs and social service organizations.

Apart from the Company, as on March 31, 2016, Mr. Kurien holds directorship in one (1) other Indian Public Limited Company viz., Zee Entertainment Enterprises Ltd.

As on March 31, 2016, Mr. Kurien holds 1,174,150 equity shares, comprising of 0.11% of paid up capital of the Company.