

Real Estate TV Gets New CEO & News Head

Mr Prem Kumar Menon has taken over as the new CEO of **Real Estate TV**, India's 1st 24x7 channel dedicated to real estate and infrastructure.

Mr Menon brings with him 27 years of rich media (including Asianet & Zee Network-Bharathi TV) and marketing (Hindustan Lever & PC-India) experience. He was the COO of a large media group in [Chennai](#) till recently.

Also joining the channel as its new News Head is Mr Anil Nair, a seasoned business journalist from the Indian Express Group with 17 years' experience.

Announcing these appointments here, Mr Manoj Namburu, the CMD of the Rs 5000-crore Alliance Group, said **RETV** was now poised to set up new benchmarks in the Indian electronic media. The English-language pan-India channel's soft launch has already been received well across the country as it tracks real estate and infrastructure developments extensively.

Besides its hourly Realty Check news bulletins on major developments in real estate and infrastructure, RE TV features a variety of programmes ranging from House Hunting to Celebrity Homes, Interior Décor to Architecture and Myths & Legends and Going Places. Its research desk provides in-depth analysis of and status reports on important Indian and international real estate sector happenings

Noted media personality Sashi Kumar has put the channel together as a consultant along with Ajit Bhaskaran as its Creative Head. **RETV** has news bureaus with studios in Bangalore, Mumbai, Delhi, Chennai and [Hyderabad](#) besides a news gathering network covering [Kolkata](#) and other cities.

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