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**Public Relations**

**Handover at Publicitas Asia:**

## **Publicitas to Refocus on Transnational Advertising Sales and to Reorganise: Charlton D'Silva CEO Asia and Australia; Marzban Patel CEO & MD India; Moritz Wuttke to Return to Switzerland.**

Zurich/Sydney/Mumbai, April 6<sup>th</sup>, 2009. **Publicitas, the Swiss based leader in media sales will reorganise its Asian Governance after having announced to stop investing in domestic advertising in China. From April 1<sup>st</sup> 2009, Asia and Australia will be led by Charlton D'Silva, currently CEO Publicitas Australia. Publicitas India will continue to be led by CEO Marzban Patel who will report to Publicitas CEO Robert Schmidli. Moritz Wuttke will return to Switzerland end June 2009.**

Charlton D'Silva (40), CEO of Publicitas Australia, is a respected media professional in the Australian and international marketplace and joined Publicitas in 2003. He previously was head of News Ltd Metropolitan Newspaper Network for NSW – NEWSNET. Prior to that, he was the international advertising manager for the Times of India Group. Charlton holds a Masters of Commerce Degree and a postgraduate Diploma in Media Planning. He has over 20 years media experience.

Marzban Patel (49) is founder, CEO & MD of the very successful Mediascope Publicitas, India's No.1 media sales & custom publishing corporate. It has offices around the sub-continent, servicing print, TV and ambient media as well as a dedicated online sales company "Publicitas Digital" and a special custom publishing unit. Marzban founded this company in 1979. The company today represents over 300 mediums in Print, Electronic, TV, Radio, In-flight, Online and Ambient across the globe.

"Moritz Wuttke has built up the Asian markets during his three years with very satisfying results. Publicitas China turned into a profitable entity and the Online revenue in all Asian countries grew substantially. With the newly founded Publicitas Digital in India and Moritz' Digital guidance, the whole Asian region is well prepared for sustainable growth", says Robert Schmidli, CEO of Publicitas. "His successors, Charlton D'Silva and Marzban Patel know the Publicitas business with its clients, agencies and our worldwide media partners from their many years of experience. We wish Charlton and Marzban success in their roles."

**Information:**

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The global media sales activities of [PubliGroupe](#) perform under the brand «Publicitas». Around 1,650 specialists from all media areas work at over 130 offices in 23 countries, creating a powerful Allmedia interface between advertisers and media companies on behalf of media owners.

In Switzerland, the «new» Publicitas encompasses the former [Publicitas](#), [Publimedia](#), [Publimag](#), [Mosse](#), [Publicconnect](#), [Radiotele](#), [Cinecom](#) and [web2com](#). Abroad it includes those companies within the [Publicitas](#) and [Adnative](#) networks. In 2008, the organisational units which make up Publicitas generated a turnover of 1,735 billion Swiss Francs.