

## PROFILE

**VIRAJ MALIK**  
**MD & CEO**  
**PK Online**

Over a decade, Viraj Malik has worked in various countries across the world, including Europe and USA and led functions like Strategy, Sales, Engagement Management and New Product Development. His was a part of Enron and GTL where he created a commercial Internet Data Centre business for the Indian Market. He worked at Infosys from 2002 till 2007, where he was a part of the core team responsible for setting up the IT outsourcing practice.

Viraj founded PK Online as a JV with Percept Limited in November 2007 and successfully led the company to create unique services in digital marketing, content distribution and Telecom VAS. The company made its presence felt in the last 4 years with multiple innovations and launches including a cross channel ad network entitled Adchakra, the Hello TV - Mobile Content and Streaming services, and the Dial-a-Video services for 3G operators in India.

Viraj is a gadget freak, and when not experimenting with gadgets, he likes reading about Adventure, Psychology and Economics.

**Viraj Malik is Managing Director & Chief Executive Officer, PK Online.**