

Quotes Avinash Pandey, Senior Advisor, Primus Partners

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Avinash Pandey joins Laqshya Media Group as director

Pandey brings over 29 years of leadership in broadcast and digital media, with notable stints as CEO and COO of ABP Network



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Article Content:

Laqshya Media Group has onboarded veteran media executive Avinash Pandey as a Director, reinforcing its strategic journey in out-of-home (OOH) and integrated media services. Alok Jalan, Managing Director at Laqshya Media Group, confirmed the development with e4m.

Pandey brings over 29 years of leadership in broadcast and digital media, with notable stints as CEO and COO of ABP Network, where he led the transformation of Star News into a digitally robust news powerhouse.

An alumnus of Harvard Business School and Delhi University (History), Pandey has held several influential positions, including President of the India Chapter of the International

Advertising Association (IAA) and President of the News Broadcasters & Digital Association.

He has also served on committees at FICCI, ASSOCHAM, and the Ministry of Information & Broadcasting, shaping media governance and policy.

In addition to his role at Laqshya, Pandey recently joined Primus Partners as Senior Advisor for Media Practices, broadening his strategic impact across consultancy and media advocacy.

With Pandey on board, Laqshya gains not just a seasoned media strategist but a leader who can drive innovation in audience analytics, OOH planning, and cross-channel synergy—vital for brands navigating today’s hybrid advertising ecosystem.