

## **NextGen member joins the Reliance telecom business**

Akash, the son of Mukesh Ambani has joined the telecom unit of Reliance Industries and is involved in developing the marketing strategy of Reliance Jio's 4G services. He regularly attends the office and participates in the review meetings along with his father. He is working closely with the telecom group's president and is being groomed to later take up senior position in the family business. Reliance Jio plans to come up with a pan-India telecom network.

Akash has been consciously brought into the telecom business as it requires innovation and can meet the growing aspirations of the young generation. He is the first member of the Ambani family's third generation to enter the family business. The Reliance Jio venture provides Akash a valuable opportunity to learn about a business right from setting up a venture to its marketing.

Source: The Economic Times, February 17, 2014