

## Mobavenue AI Tech Limited Appoints Vijay Basantani as Group Chief Financial Officer

*A finance leader with over two decades of experience across Omnicom Media Group, Dentsu, Mahindra & Mahindra and Infosys Technologies*

**Mumbai, March 18th, 2026:** Mobavenue AI Tech Limited (“Mobavenue AI” or “Company”), a digital-first technology company offering AI-powered advertising and consumer growth platforms, is proud to announce the appointment of Vijay Basantani as Group Chief Financial Officer (CFO). In this role, Vijay will lead the Company’s financial strategy, capital planning, and governance initiatives as Mobavenue AI continues to scale its AI-native platforms and expand its digital ecosystem to drive stronger, measurable business outcomes.

A seasoned Chartered Accountant with over two decades of rich experience, Vijay has held key roles across globally recognized organizations, including Omnicom Media Group, Dentsu, Mahindra & Mahindra and Infosys Technologies. Through these roles, he has gained extensive exposure to diverse financial ecosystems and complex business environments. A versatile finance leader with a strong blend of strategic finance, operational finance and corporate governance expertise, Vijay has built a reputation for strengthening financial systems, enhancing governance frameworks, improving profitability and enabling informed decision-making at the leadership level. His core areas of expertise include business planning & analysis, financial controllership, corporate legal & compliance, enterprise risk management, and financial strategy.

Commenting on his appointment, **Vijay Basantani, Group CFO, Mobavenue AI Tech Limited**, said, *“I am excited to join Mobavenue AI at a time when AI is fundamentally reshaping the digital advertising ecosystem at an unprecedented pace. The Company’s strong focus on innovation, data intelligence, and measurable outcomes provides a solid foundation for sustainable growth for digital-first businesses worldwide. I look forward to strengthening financial strategy, enabling scalable expansion, and supporting Mobavenue AI’s vision of building transformative AI-native technologies from India for the world.”*

Welcoming him to the leadership team, **Ishank Joshi, MD & CEO, Mobavenue AI Tech Limited**, said, *“We are delighted to welcome Vijay to Mobavenue AI at a pivotal moment in our journey as we scale into a global AI-native platform from India. His deep experience across leading Indian institutions and global listed companies significantly strengthens our strategic depth as we accelerate into our next phase of growth.”*

**Kunal Kothari, Chairman, Co-founder & COO of Mobavenue AI Tech Limited**, further added, *“Vijay brings a strong blend of financial expertise, strategic foresight, and governance excellence that will be instrumental in building a robust, scalable financial framework aligned with our long-term vision. His leadership will not only help drive disciplined execution and capital efficiency, but also enable us to deliver consistent, measurable value for our stakeholders while advancing our ambition of making digital growth more predictable and outcome-driven for businesses worldwide.”*

**About Mobavenue AI Tech Ltd:**

Mobavenue AI Tech Limited (Formerly known as Lucent Industries Limited) is a digital-first technology company offering AI-powered advertising and consumer growth platforms. Designed to drive measurable and scalable growth, Mobavenue AI brings together advertising, marketing technology, data intelligence, and online strategy into a unified, outcome-focused ecosystem.

At the core of its innovation is the proprietary A3 framework comprising Awareness, Acquisition and Activation, built to accelerate brand performance, enhance customer engagement, and unlock long-term, sustainable growth. With a strong focus on product innovation, deep data-driven insights, and execution excellence, Mobavenue AI empowers enterprises to grow digitally and achieve measurable performance. Guided by its “AI for Good” philosophy, the company is committed to creating transformative AI-Native technologies from India for the world and enabling businesses to thrive in today’s dynamic digital economy.

For more information, please visit: <https://www.mobavenue.ai/>

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