

Annexure:

Industry experts share their views on Varun Khare's elevation to COO

Aalap Goshier, Co-founder & Director TM Ventures, "The one thing that perfectly encapsulates Varun's current role: he is always in solution mode. He consistently listens to people, provides effective solutions, and makes things happen. From my experience of working with him as the promoter, producer, and ticketing partner, this quality is invaluable. It fosters a great partnership, where he ensures the focus is on resolving issues and achieving outcomes. As an artist manager, there is nothing more desirable.

Akshat Rathee, Co-founder - NODWIN Gaming, "To someone I've come to enjoy spending a lot of time with, discussing life, work, the industry, ticketing, and our growth strategies – this is a fantastic moment to wish you a very hearty congratulations on becoming the Chief Operating Officer. This promotion is thoroughly deserved. Your achievement is a personal validation of my belief in what Insider has been doing and what Shreyas has built. Varun, I'm incredibly proud of you. Congratulations again, and I look forward to continuing our conversations and collaborations.

V G Jairam, Founder - Hyperlink Brand Solutions, "I am thrilled to hear about Varun's recent appointment as the COO of a prestigious ticketing firm! His unwavering dedication, hard work, and relentless pursuit of excellence have always set him apart. I have no doubt that Varun's leadership skills will inspire and propel the team towards new heights of success.

I wish him all the best in this new chapter of his career. I am confident that he will continue to make us proud!"

Aayushman Sinha, Founder & CEO - REPRESENT, "Our heartfelt congratulations go out to Varun and the entire team at Paytm Insider on his well deserved promotion to Chief Operation Officer. Insider has been an incredible partner to our artist ecosystem and acted as a catalyst in building experiential growth! We are excited to witness his continued leadership and contributions to the future of ticketing and live events."

Akshat Kumar, Co-Founder - WMS Entertainment, "If I had to describe Varun in a few words - he is the king of spreadsheets and good times. But a few words would not do justice to what he is and what all he has achieved in this short span at Insider. A dedicated leader with no weekends where he is not working to take everyone's stress away and a motivator that pushes everyone to achieve the impossible."

Brian Tellis, Former president - EEMA & former CEO, Fountainhead MKTG, "Firstly, I would like to extend my congratulations to Varun on his appointment as the Chief Operating Officer at Paytm Insider. This recognition is thoroughly well-deserved. I have always admired his ability to combine astute business acumen with being an incredible people's person, enabling him to endear himself to those around him. What truly distinguishes Varun is his relentless drive to achieve greater heights. While this appointment does not come as a surprise, I would like to reiterate my heartfelt congratulations."

Kokilla Uppal, AGM, Marketing at Pernod Ricard, "It is truly a well-deserved promotion for Varun! His sheer presence, understanding of the brand, and unwavering focus on building IPs for the future, makes working with him such a pleasure. I look forward to creating many successful events and moments together."