

Canvera hires Aditya Kothari as VP of Sales

Canvera.com, India's fastest growing online digital photography company, recently hired Aditya Kothari as Vice President of Sales. Prior to Canvera, Aditya worked as VP of Sales & Marketing at Alcan where he not only rapidly grew sales but also established Alcan as a leader in its category. Prior to Alcan Aditya worked at 3M in a number of sales and marketing roles and winning some of the most coveted sales awards in the company. Canvera's CEO Dhiraj Kacker said, "Aditya brings both a strategic vision and India specific operational capabilities to our sales organization and we are really excited to have him on board." Aditya joined the company in early Nov and will be responsible for managing and growing Canvera's eight sales offices across the country. "In a very short time span, Canvera has raised the bar on quality in the market and I am looking forward to the challenge of establishing Canvera as one of the leading brands in the photography industry," said Aditya.

ABOUT CANVERA

Canvera's main client base consists of professional photographers who use Canvera's award winning photobooks for everything from weddings and birthday parties to corporate events and model portfolios. As on date Canvera has 8 sales offices across the country with a little more than 100 sales people on the ground. Canvera has serviced the needs of professional photographers in more than 200 cities and towns across the India. Canvera won the Asia Pacific and Japan wide Best Photobook award two years in a row at HP Digital Print Awards 2008 & 2009. The company is setting new standards for the photography industry by being the first branded player in what has so far been a highly fragmented market. Started in late 2007 Canvera is headquartered out of Bangalore and was founded by Dr. Dhiraj Kacker (CEO) and Peeyush Rai (CTO) who have previously worked at numerous successful startups in Silicon Valley. Canvera is financially backed by Footprint Ventures (www.footprintventures.com), DFJ (www.dfj.com) and Mumbai Angels (www.mumbaiangels.com)