



Mr Taz Choudhury

Place of Residence: **London**
Sector: **Media (Electronic)**

Mr Taz Choudhury came to prominence during the 1990's when a group of talented British-Bengali young stars brought the Eastern Eye newspaper to distinction. And with his ears to the ground at all times, Taz is among the few who have made biggest impact on behalf of Asian publications locally and in the news trade.

Mr Choudhury's involvement with Ethnic Media Group in 1992 helped this company to steadily grow over a number of years, and to include some successful titles such as New Nation, Asian Times, Caribbean Times and the very successful Richest Asian 200 publication to the portfolio.

In 1998, Mr Choudhury was headhunted by Zee TV as "Head of Corporate Communications". He was very successful in this role, and was able to push the station to the heady heights that it enjoys to this day.

2003 would prove to be a memorable year for Taz Choudhury as he created the first national newspaper to be distributed through newsagents for the Bangladeshi

community in Britain. This newspaper, called Bangla Post, has been a huge success and has set a precedent for similar publications to aspire to. After spending almost three years at the helm of Bangla Post, Mr Choudhury then decided to move on to new projects and handed over his brain child to a group of respectable business professionals and success story of Bangla Post still goes on.

Success and Taz go hand-in-hand in electronic media as well. Channel S, the number one TV channel for British Bangladeshis saw the presence of sheer leader Taz in March 2006. He joined with his good friend Mahee Ferdhaus – founder of Channel S, as Commercial Director and now serving as CEO.

As a diversified professional, Mr Choudhury also ventured into the frozen foods company Shahjalal Foods in March 2007. Although Shahjalal Foods had existed since 2006, it was already struggling to be a success despite the high product quality. Mr Choudhury devoted his time to turning the company's fortunes around. Within

18 months, Shahjalal Foods established itself as one of the biggest Bangladeshi frozen food companies.

However, never being one to stay in one venture for a long time, Taz Choudhury is being involved with novel projects. That's why involvement with Channel I was an obvious for Taz Choudhury. As part of expansion of Channel S, the owner Mahee Ferdhaus invited him to become his business partner at Channel I to inject his expertise of excellence and to serve as Managing Director.

Mr Choudhury oversaw the UK and European launch of Channel I in September 2007, and the station is now very popular among Bangladeshi professionals as well as both first and second generation Bangladeshi expatriates that are based in Europe.

The portrait of Taz Choudhury is therefore now more inclined to a Businessman with key expertise in marketing, sales and operation arena.