

## ppi Media: Matthias Fischer to become new contact for the Indian market

*ppi Media is one of the world's leading manufacturers of publishing solutions. It serves publishers and media groups throughout India, including companies like Jagran Prakashan, the ABP Group and Bennett, Coleman & Co – the publisher of The Times of India. On October 1, 2019, the internationally experienced publishing expert Matthias Fischer will become the new local contact for all ppi Media publishing solutions.*

**September 19, 2019.** Matthias Fischer has 20 years of experience as an expert in publishing and editorial solutions. He will take charge of the ppi Media sales team in India on October 1, 2019. "I'm really looking forward to my new role. I see myself as a partner for existing and potential customers. We're already expecting a lot of conversations at the upcoming WAN-IFRA India conference. India is a very important market for ppi Media. I'll be working with our Country Manager, Hemant Kumar, to help our customers develop their position as forward-thinking media companies", explains Matthias Fischer.

"Matthias Fischer is one of the most experienced experts I know for publishing solutions and the Asian media landscape. He's the perfect contact for our customers in India", adds Dr. Hauke Berndt, Managing Director and CEO of ppi Media. "Thomas Müller-Lupp is relishing a new challenge after enjoying thirteen successful years as ppi's expert for the Indian market. We wish him all the best in his future endeavors".

Customers, partners and interested visitors will be able to meet Matthias Fischer, Hemant Kumar and Hauke Berndt at ppi Media's stand number 1.08 at the WAN-IFRA India conference from 18 to 19 September.

### About ppi Media

*ppi Media develops highly efficient solutions and services for media companies. The software house, which is managed by its owners, was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the US use the company's solutions in their daily work for the planning, production and editorial workflows of digital and print products. ppi Media also guides companies seeking innovation through their digital transformation process. ppi Media's portfolio includes the agile development of digital solutions using modern Design Thinking methods and the provision of innovation advice throughout the different stages of a company's change process. For more information, see [www.ppimedia.de](http://www.ppimedia.de).*

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