



**MANISHA SHARMA**

**Chief Content Officer, Hindi Mass Entertainment, Viacom18 Media Pvt. Ltd.**

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Known to be a non-conformist and a fire ball, Manisha Sharma is the Chief Content Officer, Hindi Mass Entertainment, Viacom18. For Manisha, television is the most impactful medium that binds families together and promotes cohesive viewing. With an objective to engage even the most remote viewer, Manisha is single-minded about bringing to the fore compelling storytelling that appeals to all.

With more than two decades of rich and varied experience in content-creation, Manisha's relentless passion has made COLORS the ~1 channel in the urban Hindi GEC space and established Rishtey a strong competitor in the rural Hindi speaking markets. As the content chief her role also includes helming and strategizing content for all future expansions in the mass entertainment space across Viacom18.

Prior to this role as the Programming Head of COLORS, Manisha brought distinctive, out-of-the-box reality programming and contemporary dramas, exposing the Indian television audience to a whole new world of entertainment. Applying science and creativity to her strategy, Manisha has heralded some of the most successful properties that Indian television has ever witnessed - 24, Comedy Nights with Kapil, Jhalak Dikhhla Jaa, Bigg Boss, Khatron Ke Khiladi, Rising Star, Shakti...Astitva Ke Ehsaas Ki, Udaan, Chakravartin Samrat Ashoka, Karmphaldata Shani, Mahakaali, Naagin and many others.

Prior to joining COLORS, Manisha has worked with Sony Entertainment Television as Non-fiction Programming Head and was responsible for their content strategy and conceptualization. During her tenure she launched shows like Kaun Banega Crorepati, Dus Ka Dum, Comedy Circus, Crime Patrol and fiction properties like Jassi Jaisi Koi Nahi and Kkusum. Manisha has also worked with brands like Channel V and UTV and has also been associated with Miditech's popular drama series - Saara Aakash as the Creative Director.

A travel enthusiast, Manisha is also an ardent animal and nature lover. During her recreation time, she enjoys watching movies and gardening. She also takes keen interest in furniture restoration.