



**Mahesh Shetty**

**Head – Network Sales**

**Viacom18**

Mahesh Shetty joined Viacom18 in April 2019 and leads the media & entertainment network’s revenue function. An industry veteran, Mahesh has over 23 years of experience in Media and FMCG sectors, managing varied P&L and functional leadership roles.

In his 12.5 years long tenure at Radio Mirchi, he was one of the chief architects of driving Mirchi’s growth in the cluttered private FM space and building Mirchi as a dominant market leader. Mahesh joined Mirchi as VP and cluster head of Tamil nadu when it a 7–station network in India and in his decade plus stint he donned multiple roles finally exiting as the Chief Operating officer running a 76–station network. He also served as the Chief Strategy office where he is credited with starting Mirchi’s international business, leading Mirchi’s Phase 3 expansion and scaling up the IP properties business with large format multi lingual properties such as Mirchi Music Awards.

Prior to joining Radio Mirchi he had a long stint of over 10 years with PepsiCo International. In PepsiCo he worked across multiple markets in various sales and marketing roles. In his last role as General Manager – On Premise Sales, he was responsible for managing and building the On Premise & Modern Trade sales channels for India along with managing Key national customer relationships.

Mahesh is an avid sports and movies buff, always ready for a game of cricket or banter on Bollywood trivia. He loves the outdoors and heads to Rishikesh for rafting whenever he gets a chance. Mahesh holds a Bachelors’ Degree in Commerce from Mumbai University and an MBA from Institute for Technology & Management, Mumbai.