



## Ferzad Palia

### Head - VOOT Select, Youth, Music and English Entertainment, Viacom18 Media Pvt. Ltd.

Ferzad Palia helms VOOT Select, Youth, Music and English Entertainment businesses at Viacom18 India and is responsible for iconic brands such as **MTV, MTV Beats, Vh1, COLORS Infinity** and **Comedy Central** and is now all set to drive Viacom18's upcoming premium subscription play **VOOT Select**. He also heads Brand Studio and MTV Music Project, two new multi-platform businesses that are instrumental in dialing up the network's branded content and music offerings.

Ferzad joined Viacom18 (then MTV Networks) in 2004. In 2008, he became the youngest member to be inducted into the Viacom18 Leadership Team at age 28. Having earned his stripes early, by acing the art of diversifying brands beyond television into various platforms and businesses, he was named one of 'India's Top 25 Hottest Young Executives' by Business Today.

Ferzad's leadership journey at Viacom18 has seen various milestones including the turn-around story of Vh1 India, the very successful launch and expansion of Viacom18's English Entertainment portfolio and the recent growth and diversification of the network's Youth & Music business.

Elevated to Business Head & GM of Vh1 in 2010 he turned around its fortunes by growing the brand on linear and other platforms including LIVE entertainment. Ferzad was then entrusted to conceive and spearhead Viacom18's entry into the English General Entertainment genre. First came Comedy Central, in 2012. The channel attained category leadership within 9 weeks of launch. Now known as Viacom18's 'serial-entrepreneur', Ferzad launched COLORS Infinity, an English GEC in 2015 with one of the most disruptive media and entertainment launches in the last decade. COLORS Infinity rapidly rose to leadership, alongside Comedy Central. He is also credited with introducing locally produced English language content in the genre with the very successful launch of homegrown format, The Stage. Viacom18 today commands over 50% share of English Entertainment viewing in India. In addition to the above portfolio, Ferzad has been entrusted with the responsibility of bringing further scale to Viacom18's digital business with the upcoming launch of its new premium subscription play – VOOT Select.

In early 2016, Ferzad's portfolio was further expanded to include the network's Youth & Music business including iconic brand MTV & MTV Indies. He has since re-organised and doubled the shares of this portfolio by ramping up original content creation on MTV through several new formats and shows, which the youth are lapping up across linear and on-demand platforms; introduction of new lines of business such as Brand Studio & MTV Music Project and several partnerships in the Sports, Bollywood and LIVE entertainment space. More recently, he launched MTV Beats – a 24X7 Hindi Music channel. MTV Beats is already one of India's leading music channels.

Now a young media & entertainment veteran with over 20 years of experience across Advertising, Marketing, Sales and General Management, Ferzad has also held various positions at J Walter Thompson and CNBC-TV18.