

Nina Elavia Jaipuria

Head- Hindi Mass Entertainment & Kids TV Network, Viacom18

A turnaround expert and a determined leader - Nina Elavia Jaipuria has played a decisive role in scripting the futuristic growth story of the kids entertainment category in India with **NICKELODEON** and driving the leadership agenda of the Hindi Mass Entertainment broadcast category with the **COLORS** franchise.

In an illustrious career spanning close to **3 decades across FMCG, telecom, broadcast and advertising**, Nina has spearheaded numerous landmark product launches, campaigns, and strategic business innovations and initiatives. Since taking on the leadership mantle of the kids cluster at Viacom18 in 2006, Nina has built an inspired and talented team that has **fuelled Nickelodeon's sustained category leadership**, withstanding the test of time. It continues to remain the **undisputed No 1 in ratings and engagement**, achieved through taking calculated risks, pioneering game changing initiatives and introducing successful local IPs such as Motu Patlu, Rudra, Shiva and many more.

It is the success of Nina's vision for the kids' cluster and her strong understanding of the consumer and the broadcast industry that led to her repeating the turnaround story with the network's flagship Brand and Business - Hindi Mass entertainment cluster (COLORS, Rishtey and Cineplex). **Under her aegis** COLORS has emerged as a leading **Hindi Mass entertainment brand** on the back of its innovation, engagement, and inclusive content strategy with blockbuster shows such as Bigg Boss, Choti Sardaarni, Barrister Babu among others.

An MBA from Sydenham Institute of Management, Nina started her journey in advertising with the memorable launch of Surf Excel at Lintas. She moved on to Colgate to look after their Cibaca toothbrush portfolio followed by her shift to BPL Cellular to work on its customer acquisition strategy. She started her stint in the broadcast industry with Sony Entertainment Television where she launched iconic brand campaigns for industry leading shows such as Jassi Jaisi Koi Nahi, Indian Idol and the current social phenomena - Bigg Boss.

A remarkable people's person, Nina leads an inspired team at Nickelodeon and Colors and is reckoned for her ability to attract, grow, and nurture talent. Nina has also been voted as one of

IMPACT's "50 Most Influential Women in Indian Media, Marketing & Advertising" for 9 years. **Nina chairs the Internal "POSH" committee at Viacom18 and has also been a part of the reputed and prestigious "FICCI Women on Corporate Board" program.** She is also a committed Philanthropist and is an active member of the Social Venture Partners (SVP) and supports many charities in her individual capacity. Married with one daughter, Nina also loves to travel and soak in world cultures.