



**Rajesh Iyer**

**Head - Regional Entertainment (Bangla, Odia, Tamil and Gujarati Clusters), Viacom18**

Rajesh Iyer joined the leadership team of Viacom18 in October 2020 and is leading the charge for Colors Bangla, Colors Odia, Colors Tamil and Colors Gujarati. A broadcast industry maven, Rajesh has held several leadership positions across organisations such as ZEEL, Star India, Yupp TV, O&M. He also has been a part of Viacom18 for 6 years when he led the marketing portfolio of the network's flagship GEC COLORS.

Prior to his current role, Rajesh was a part of the Network18 team as President – New Initiatives where he worked closely with the leadership team to spearhead new initiatives. As COO of Yupp TV, Rajesh overlooked the operations in APAC and the Middle East, along with leading content acquisition and originals. Previously, Rajesh has been a part of the broadcast leadership team at ZEEL where he successfully launched its second GEC '&TV' in 2015.

Rajesh has several notable accomplishments under his hat including leading marketing for the launch of COLORS that catapulted to the number 3 position in its very first week and the number 1 position, 9 months after launch. He also spearheaded the launch of '&TV' in 2015 where under his leadership '&TV' was successful in creating a niche for itself in the market, within the first three years of the launch.