



RAVISH KUMAR

Head – Regional Entertainment

(Kannada and Marathi Cluster)

Viacom18

When it comes to growing a brand with differentiated content or rejuvenating legacy brands, **Ravish Kumar** is a commanding voice in the game. In his role as the **Head of Regional Entertainment (Kannada and Marathi Cluster)**, Ravish works towards elevating the Viacom18 network's Regional broadcast portfolio consisting of Colors Kannada, Colors Super, Colors Kannada Cinema and Colors Marathi to the stature of Hindi mass entertainment channels. He also aims to drive industry trends through innovation and building a cost effective yet vibrant eco-system in the regional markets.

Prior to joining Viacom 18 in 2011, Ravish was the Executive Vice President & Business Head - Regional Channels at Star TV and a Global Category Director at Reckitt Benckiser. He brings over 25+ years of experience in building brands, driving innovation, creating high performance teams and delivering superlative business results across leading Fortune 500 companies in the US, UK and India. He has worked in Senior Managerial and Director level capacities across sectors including FMCG and Pharmaceuticals before moving to Media and Entertainment.

His stellar achievements include making Dettol the fastest growing global brand at Reckitt Benckiser and winning the President's Award for phenomenal growth at Bristol - Myers Squibb. Ravish was also on the Dean's List at the prestigious J.L. Kellogg Graduate School of Management from where he graduated with an MBA in 1998. His impeccable academic credentials also include a Bachelor's degree in Economics from St. Stephen's College and an MBA degree from FMS, Delhi.

Ravish is a recently minted fitness enthusiast and has inspired many around him to move to a healthier lifestyle. He enjoys playing competitive badminton and reading. He loves to travel and is looking forward to rediscovering India. His family includes his wife, two children and a lockdown baby Maltese dog – all of whom keep him on his toes.

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