



Anshul Ailawadi

Business Head - Youth, Music and English Entertainment, Viacom18

Anshul Ailawadi is the youngest member of Viacom18's leadership team. He is responsible for the company's brands in the Youth, Music and English Entertainment genres. These include MTV, MTV Beats, Comedy Central, Vh1 & Colors Infinity. Prior to his current role, Anshul served as the strategy and project lead in the Group CEO's office at Viacom18. During this stint he drove the company's change management programme, leveraged synergies across different teams and worked on several network-level partnerships. In the past he has worked with the Tata Strategic Management Group, CNBC TV18 and co-founded an e-learning startup.

Anshul studied public policy at Columbia University, New York and at the National University of Singapore. He is passionate about international affairs, motorcycling (courtesy MTV Roadies, Stuntmania) and Urdu literature.