

**Ferzad Palia****Head – SVOD and International Business, Viacom18**

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Ferzad Palia leads Viacom18's Subscription Video-On-Demand (SVoD) businesses Voot Select & Voot Kids. He also helms the International Business, taking Voot to global audiences.

With over 23 years of diverse industry experience, Ferzad is seen as a transformational leader, credited with launching several iconic brands, building businesses from the ground up and industry-first innovations. Ferzad joined Viacom18 (then MTV Networks) in 2004 and four years later became the youngest member to be inducted into the organization's Leadership Team at the age of 28. Fondly called a 'serial entrepreneur', his 17 year journey at Viacom18 has seen various milestones across Consumer-Tech & Television.

Under Ferzad's aegis, Voot Select was one of the most successful SVoD launches in India, hitting the one million active paying subscriber mark faster than any other SVoD service. Launched in March 2020, Voot Select continues to be among the fastest growing services in the category, driven by top-drawer storytelling and innovative content formats.

In his previous role as Head - Youth, Music and English Entertainment, Ferzad spearheaded the very successful expansion of the portfolio, adding new business verticals and diversifying content across Bollywood, Sports & Gaming. He also launched India's leading music channel MTV Beats in 2016 and new verticals MTV Studios & MTV Brand Studio.

Prior to being given additional charge of the Youth & Music portfolio, he was tasked with leading Viacom18's entry into English Entertainment. Ferzad grew the business from a 3% share to a dominant 70% share, launching Comedy Central in 2012 & Colors Infinity in 2015, displacing well established competitors.

Having earned his stripes early, he was named one of 'India's Top 25 Hottest Young Executives' by Business Today and listed under IMPACT's 'Top 40 Under 40' list. Elevated to Business Head and GM of Vh1 in 2010, he turned around its fortunes by growing the brand on linear and other platforms including LIVE entertainment.

Through his journey, Ferzad has built a rich talent pool for the organization by hiring and mentoring best-in-class teams across various functions and businesses.

Considered an evangelist, Ferzad has launched, led and grown brands and businesses since 1998. He has previously held positions at CNBC-TV18 & J Walter Thompson.