



Alok Jain

Head - Hindi & English Entertainment Business (Streaming, TV & Studios), *JioStar*

Alok Jain, an accomplished business leader with over 2 decades of experience, serves as Head for the Hindi and English Entertainment business at JioStar. His portfolio includes GEC Colors & Colors Rishtey, Hindi Movies, Youth, Kids and Family, Infotainment, Studios, International and Hindi Specials, spanning linear, streaming and theatricals.

In his current role, Alok is responsible for strengthening a key segment of JioStar's entertainment cluster across India. With a business philosophy focused on unlocking value at scale, driven by content-led social impact and enhanced monetisation opportunities, he is committed to building sustainable business models that enable rapid growth. As JioStar deepens its focus on platform-agnostic content and adaptive business practices, Alok is also tasked with nurturing a team of diverse talents and expertise, united by a shared vision to achieve these ambitious goals.

Prior to joining JioStar, Alok Jain held several high-profile positions, fostering his diverse and extensive professional journey. Alok Jain served as the Executive Vice President and Head of Disney Star's regional clusters and played a pivotal role in enhancing the regional content landscape and establishing Disney+ Hotstar as a dominant force in the entertainment industry. Commencing his career in the technology sector, he ventured into a spectrum of industries, ranging from manufacturing and automotive to capital goods and consumer durables, before transitioning to dynamic media and entertainment industry.

Alok is an enthusiastic marathoner and budding tennis player. His spirit of exploration drives him to continuously pursue life's various opportunities and experiences. Over the recent years, he has emerged as a passionate champion for both people and culture, advocating fervently for diversity and inclusion in his personal and professional capacities.

An engineer from IIT Delhi with an MBA from ISB Hyderabad, he combines strong technical expertise with strategic business acumen.
