



Krishnan Kutty

Head of Cluster, Entertainment (South) - *JioStar*

With a career spanning nearly two decades in the Media & Entertainment sector, Krishnan Kutty brings a wealth of expertise and leadership to his role in overseeing JioStar's dynamic South regional portfolio. In this role, he plays a pivotal part in driving the strategic direction of the southern regional markets, focusing on profitability, audience engagement, and content innovation.

Krishnan is responsible for managing the P&L across the southern markets while overseeing programming, marketing, and sales efforts. He also plays a key role in curating original content for JioStar, ensuring a strong connect with regional audiences. His deep understanding of consumer insights, distribution strategies, and content curation has been instrumental in shaping JioStar's regional business.

Before taking on his current role, Krishnan joined Star India (now JioStar) in 2005, where he dedicated the past 18 years to various functions. His journey began in Consumer Insight before transitioning to Distribution, where he played a critical role in distribution strategy and later led the entire function. Over the last seven years, he has led Disney Star's Tamil Business while taking on additional responsibilities across multiple markets. Prior to joining Star India, he contributed significantly at Mindshare, NDTV, and Hutch (now Vi).

A hands-on leader, Krishnan holds an MBA from the Indian School of Business (Batch of 2004), a PG in Advertising and Communication Management from NMIMS (1999), and a B.Com degree from Mumbai University (1997). His expertise continues to shape the growth and success of JioStar's regional entertainment business.