Sumanta Bose

Head – Entertainment Business, Star Plus, Star Bharat and Star Utsav, East and West Cluster - *JioStar*

With a distinguished career in the Indian entertainment industry, Sumanta Bose brings a wealth of expertise and leadership to his role as Head – Entertainment Business, Star Plus, Star Bharat and Star Utsav, East and West Cluster at JioStar. In this role, he plays a pivotal part in shaping the TV content roadmap, creating iconic characters that resonate with audiences, and driving the growth agenda across multiple channels and businesses spanning across Hindi as well as Regional markets.

A highly accomplished leader and an active member of the Indian Broadcasting & Digital Foundation (IBDF), Sumanta has been a key driving force in the industry, leveraging his strategic prowess to enhance content creation and audience engagement. With more than a decade at JioStar, he has played an instrumental role in shaping the entertainment landscape, bringing deep industry knowledge and expertise to his current role. His leadership has contributed to the success of numerous high-impact content strategies and programming innovations.

Sumanta holds a Bachelor's degree in Commerce from Calcutta University and a Postgraduate Diploma in Business Management (Marketing) from IISWBM, Kolkata. His strategic vision, combined with his deep understanding of audience preferences, continues to drive the success of JioStar's entertainment portfolio.