



## **Anupam Goswami**

Executive Vice President – Mashal, *JioStar*

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With a distinguished career spanning decades in media, sports, and entertainment, Anupam Goswami brings deep expertise and strategic leadership to his role as Business Head of Mashal and League Chairman.

Anupam is responsible for scaling up viewership, audience engagement, and commercial expansion, establishing PKL as the second most viewed televised sport in the country. A strong advocate for sports innovation, he has played a crucial role in modernizing Kabaddi and elevating its stature on both national and global platforms.

Before taking on his current role at JioStar, Anupam spent over a decade at Star Sports, where he led programming for the Pro Kabaddi League, Hockey India League, and regional football leagues. His efforts were instrumental in engaging younger audiences and enhancing the sports broadcast experience. In 2015, he took on the role of League

Commissioner for PKL and became the top executive at Mashal Sports, spearheading its transformation into a commercially and culturally significant league.

A seasoned media professional, Anupam's career before sports spanned from 1987 to 2010 in leadership roles as a journalist and media executive. Anupam has the unique distinction of having driven success across media, sports, and corporate leadership, making a lasting impact on the industry's growth and transformation.