



## **George Cherian**

Head of Corporate Communications & PR - *JioStar*

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With an extensive career spanning over 25 years in journalism and corporate communications, George brings a wealth of expertise and leadership to his role as Head of Corporate Communications and PR. In this role, he plays a pivotal role in shaping and driving the company's communication strategy, ensuring impactful and consistent messaging across all platforms.

George is responsible for leading corporate communications and PR efforts, leveraging his deep understanding of communication trends and audience behavior to craft strategies that resonate with key stakeholders. A purpose-driven leader, he is passionate about the power of communication in building brands

that make a meaningful impact and inspire change.

Before taking on his current role, George was Director & Head of Group Communications for Deutsche Bank Group in India, where he led strategic corporate communications initiatives. Prior to that, he served as Head of Corporate Communications for the Asia Pacific region at Barclays. His extensive media experience includes being part of the founding teams that launched Bloomberg TV India (then UTVi) and ET NOW. Earlier in his career, he worked at The Economic Times, further honing his expertise in financial journalism and media strategy.

A hands-on leader, George leads a team of corporate communications and PR professionals, ensuring that the company's messaging aligns with its vision and business objectives. A financial journalist by training, he holds a Commerce degree from Mahatma Gandhi University in Kerala, reinforcing his strong foundation in business and media communications.