



Mahesh Shetty

Head – Entertainment Sales, TV, *JioStar*

With a career spanning nearly three decades across media, entertainment and FMCG, Mahesh Shetty, an industry veteran, brings a strong track record of scaling businesses, building advertiser relationships and leading monetisation strategies in highly competitive markets. In his current role as Head of Revenue, Entertainment – Television, at JioStar, Mahesh oversees the company's revenue growth across television and digital platforms. He plays a pivotal role in shaping integrated advertiser solutions, driving large-client partnerships and ensuring that JioStar's entertainment network delivers both scale and cultural resonance.

Mahesh is responsible for leading revenue strategy and execution across marquee network properties, where he has championed co-created brand storytelling and multi-screen advertising innovations. A results-driven leader, he focuses on aligning monetisation models with evolving consumer behaviour and advertiser needs, ensuring that JioStar remains at the forefront of India's entertainment economy.

Prior to his current role, Mahesh served as Head of Revenue – Large Customer Sales at JioStar, driving TV and digital advertiser partnerships. Earlier, he spent nearly six years at Viacom18 as Head – Network Sales, leading revenue across television, digital, consumer products and live events. Prior to that, he spent about 12.5 years at Radio Mirchi in leadership roles, including Chief Operating Officer and Chief Strategy Officer, where he spearheaded Mirchi's expansion from a 7-station network to a 66-station leader and launched IP properties such as the Mirchi Music Awards. He began his career with PepsiCo International, where he worked for over a decade in sales and marketing, eventually serving as General Manager – On Premise Sales for India.

A strategic yet people-centric leader, Mahesh is known for his data-driven approach and ability to deliver innovative commercial strategies. A graduate of the University of Mumbai with a Bachelor of Commerce and an MBA from the Institute for Technology & Management - Mumbai, he is also a sports and movie enthusiast, often found on a cricket field, debating Bollywood trivia, or indulging in outdoor adventures like rafting in Rishikesh.