



## **JIOSTAR ANNOUNCES THE APPOINTMENT OF BHASKAR RAMESH AS HEAD OF ENTERTAINMENT SALES, DIGITAL**

**Mumbai, 11 February, 2026:** JioStar today announced the appointment of Bhaskar Ramesh as Head of Entertainment Sales, Digital. He joins from Google where he most recently served as Director – Omnichannel Businesses, and as a core member of the India leadership team, drove strategic partnerships across the Technology, Retail, Finance, Consumer Packaged Goods and Automotive sectors, as well as championing digital transformation across traditional and digital channels.

Bhaskar will report to Kevin Vaz, CEO, Entertainment, JioStar and will play a critical role in building out a modern, data-led advertising ecosystem that delivers measurable outcomes for brands while also unlocking new revenues streams, deepening advertiser partnerships and aligning content, technology and sales into a single commercial enterprise.

“I believe that the future of streaming will be built as much on smart monetization as on engaging content. It was important for us to identify a leader who understands how data, technology and creativity come together to deliver perceptible outcomes for our partners. With the strong digital expertise that he brings to bear, I am confident that Bhaskar will add tremendous value to the business,” said Kevin Vaz, CEO, Entertainment, JioStar.

Over the course of his tenure at Google, Bhaskar played pivotal roles in shaping YouTube India’s business growth, leading its monetization and product strategy, helping it scale into a multi-billion dollar business while solving critical ecosystem challenges across planning, pricing, and measurement. He has also worked closely with India’s largest brands, advising CXOs on digital growth and transformation and has represented India on various global strategy forums.

Prior to working at Google, Bhaskar built a strong foundation across the CPG and Media & Entertainment sectors, managing P&L, brand building, operations and business development with organizations including Godrej, Marico and Reliance Broadcast Network. He holds a post-graduate diploma in Management from the SP Jain Institute of Management & Research.

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### **JioStar:**

Perched firmly at the nucleus of spellbinding content and innovative technology, JioStar is a leading global media & entertainment company that is reimagining the way audiences consume entertainment and sports. Its television network and streaming service together reach more than 750 million viewers every week, igniting the dreams and aspirations of hundreds of million people across geographies.