

JioHotstar Strengthens Product, Engineering and Technology Capabilities To Power the Next Phase of Streaming

Shrinivas SG joins as SVP – Discovery and Personalisation; Chandru R joins SVP – Product Management; Naveen Prashanth as SVP – Consumer Marketing; Abhishek Sharan as SVP – Engineering (Viewer Experience); Abhishek Varshney as Principal Engineer – AdTech; Chandramauli Singh joins the Product team; Nishant Paliwal strengthens Platform Engineering

Mumbai, February 09th: JioHotstar is strengthening its product leadership and engineering depth to advance AI-led product capabilities, building the foundation for the next phase of intelligent, personalised streaming at scale. As part of this effort, the platform has onboarded senior leaders from leading global technology companies across discovery, viewer experience, marketing intelligence and platform engineering.

The appointments bring together experience from scaled consumer internet platforms including Flipkart, Google, CRED, Razorpay and Myntra. These include **Shrinivas SG (Discovery & Personalisation)**, **Chandru R (Product Management)**, **Naveen Prashanth (Consumer Marketing)**, **Abhishek Sharan (Engineering – Viewer Experience)**, **Abhishek Varshney (AdTech)**, **Chandru (Product Management)**, **along with Chandramauli Singh and Nishant Paliwal**, collectively strengthening the platform’s discovery, engagement, monetisation and engineering systems.

Shrinivas SG, who joins to lead discovery and personalisation, brings deep expertise in building large-scale search and discovery platforms. He was previously with **Flipkart**, where he worked across search, catalog and trends and played a key role in developing **GenAI-powered conversational commerce**, with a focus on vernacular, voice and video-led discovery.

Further strengthening its product leadership, JioHotstar has also onboarded **Chandru**, who will lead for Subscriptions and New Initiatives. With over 13 years of experience in building large-scale consumer and payment products, Chandru previously spent over a decade at **Amazon Pay**, where he played a key role in shaping consumer and payments ecosystems and building platforms used by millions of customers. Prior to Amazon Pay, he worked at Mu Sigma and is an alumnus of IIM Bangalore.

Strengthening consumer growth and engagement, **Naveen Prashanth** joins from Google, where he led YouTube Shorts, Creator and Artist Marketing in India, driving brand, performance and monetisation initiatives at scale. Earlier, he worked with McKinsey & Company, partnering with FMCG and B2C organisations on growth and transformation programmes.

On the engineering front, **Abhishek Sharan** brings over 15 years of experience building and scaling high-traffic consumer platforms. Prior to joining JioHotstar, he held leadership roles across the Flipkart Group and Myntra, working on platforms spanning search, recommendations, applications, advertising systems and trust & safety. Most recently, he served as Head of Engineering at SuperMoney.

Further strengthening advertising and monetisation technology, **Abhishek Varshney** joins from CRED, where he spent nearly five years building products and capabilities across payments, ordering and financial engineering. His earlier experience includes working on application platforms at Razorpay and infrastructure platforms at Flipkart.

The product and engineering leadership bench has also been strengthened by **Chandramauli Singh and Nishant Paliwal** from ShareChat and Cleartrip respectively, who bring experience in building recommendation systems, scalable platform architectures and user engagement frameworks for large-scale consumer products.

As part of earlier leadership announcements, **David Zakkam** had joined JioHotstar to lead the analytics and data strategy charter, driving data-led decision-making across the platform. The latest appointments were announced through an internal mailer, reflecting the company's continued focus on strengthening its technology and platform capabilities.

The JioStar Group also recently announced the appointment of **Emmy Award-winner Stephen Bugaj** as **Senior Vice President – GenAI Content & Technology**, reinforcing the network's focus on intelligent content pipelines, interactive storytelling formats and scalable creative frameworks.

The expanded leadership bench is expected to support the platform's next phase of growth, as streaming increasingly moves towards more responsive, personalised and intelligence-led user experiences.

About JioHotstar

With 450 million monthly average users and a library of more than 300,000 hours of programming, JioHotstar is one of the largest streaming services in the world. Content is available in 19 languages - spanning movies, originals, live sports, live events, anime and kids' entertainment as well as TV shows from the over 100 channels in the JioStar network. JioHotstar is available to Android, iOS and web users on <https://www.hotstar.com/in>.