

Mr. Salil Kapoor

Salil Kapoor, Chief Operating Officer, joined Dishtv on 02 July 2008. In this role, Salil is responsible for growing the market share, building the brand, driving marketing initiatives and developing the capabilities of Dishtv organization.

Salil has a vast experience of over 17 years spanning consumer durables, consultancy services and engineering industries in diverse organizations. A Mechanical Engineering Graduate from Bangalore University, Salil has done his MBA from Faculty of Management Studies, New Delhi and has worked with leading companies like Fedders Llyod Ltd., Insight Management Consultants, Blue Star Limited, LG Electronics India (Pvt.) Ltd., Microsoft Corporation India (Pvt.) Ltd. & Samsung India Electronics Ltd. Prior to joining Dishtv, he was National Sales Head with Samsung India Electronics Ltd.

His career highlights include the turnaround of LG’s home appliances business through innovative and aggressive marketing, and scaling up of the AC business to attain clear market leadership. He had a long stint at LG before he moved on to Microsoft to build up the consumer audience business. He has been credited with LG winning the ICICI Technopak Retail Award in the consumer durables category in 2005.

He is also known for leading the charge of sports marketing (primarily cricket) at LG as Head of Marketing, leading to successfully leverage the association with ICC as global sponsor and also played a pivotal role in initiatives like LG ICC Cricket Ratings and LG’s association with the ICC Cricket Awards.