



## Mr. Anil Dua

### **Mr. Anil Dua, Group CEO, Dish TV India Limited**

Mr. Anil Dua joined Dish TV in May 2017 as the Group Chief Executive Officer. The merger of Videocon d2h Limited into DishTV India Limited has since been completed and the two companies are one entity effective 22nd March, 2018.

Post-merger, the combined entity, DishTV India Limited has become the world's largest single-country direct-to-home (DTH) operator with a subscriber base of more than 23 million. It has Rs. 6000 crore+ turnover, directly employing around 2,500 people and 25,000 off-roll and indirect staff. The company owns strong brands Dish TV, Videocon d2h and Zing under its umbrella.

Mr. Dua has a vast experience of over 29 years in senior management positions and building renowned brands in India as well as overseas. Currently, as Group CEO of Dish TV India Limited, he heads the DTH leg of Essel Group. He aims to aggressively build the business and take the brands to next level.

Mr. Dua has worked with major global and Indian corporations like Gillette, Hero MotoCorp and Hindustan Unilever in the past. Prior to joining DishTV, he served as the Managing Director of OTE Group of Companies with operations in Middle East. He also served as Senior Vice President - Sales, Marketing & Customer Care at Hero MotoCorp (erstwhile Hero Honda) from 2006 to 2014, where he was responsible for Hero MotoCorp's business growth and entire gamut of marketing, sales and customer care operations.

Mr. Dua holds a Post Graduate diploma in Management from Indian Institute of Management, Ahmedabad and a Bachelor's degree in Mechanical Engineering from the prestigious Indian Institute of Technology, Delhi.

A respected thought leader in the industry, Mr. Dua has won several accolades in his career at company and industry level, including top CMO and CEO awards. He has also been an active participant in different forums like CII, SIAM, FADA & FICCI, and has also been the Chairman of the Retail Council of the Society of Indian Automobile Manufacturers (SIAM). He was also on the board of Audit Bureau of Circulation (ABC).