

Mr. Swami Mehra, **Chief Customer Experience Officer**, joined Dish TV on March 05, 2024. He is responsible for driving the company's customer experience strategy, customer value management, service excellence, and consumer engagement initiatives. He works closely with the leadership team to enhance customer satisfaction, strengthen customer retention and deliver seamless experiences across all customer touchpoints.

Swami brings over 22 years of extensive experience in customer value management, consumer insights, marketing, and customer-centric business transformation. With deep expertise in customer analytics, consumer behaviour, value management and strategic marketing, Swami has consistently leveraged data-driven insights to create customer-focused strategies that deliver measurable business outcomes. His strong understanding of evolving customer needs and market dynamics enables him to drive sustainable growth while enhancing the overall customer experience.

Swami is a Chartered Accountant (CA) from The Institute of Chartered Accountants of India (ICAI)