

MANUJ AGARWAL
Chief Executive Officer
Percept Live



Manuj Agarwal, a Science Graduate from Loyola College, Chennai and a Post Graduate in Management, with a specialization in Marketing Management from Somaiya College, Mumbai, comes with a rich experience of over 15 years in the marketing, media & entertainment industry.

Manuj kick-started his career in the dynamic media and entertainment industry and was a key part of the team that launched the Sahara India TV Network, which later expanded its bouquet of channels. He went on to join Zee TV in the ad sales and marketing division and was involved in promoting channels like Zee Cinema and other leading channels in the Zee bouquet. Post his stint with Zee, he moved to the Walt Disney Company India, where he was responsible for promoting the Disney TV business in various channels across the country. The need for a more exciting career option coupled with his passion for sports and entertainment led him to join Percept Sports & Entertainment in December 2002 after which he moved on to join Balaji Telefilms.

Manuj returned to the Percept Group as CEO of Percept Live in the year 2012 and has been responsible for conceptualizing, managing and leveraging various Percept Intellectual Properties including Sunburn, Bollyboom, Eat Play Love (EPL), FLY, Fight Night and Windsong, and providing strategic direction to Percept's IP business. Besides this, he is also focused on converting innovative ideas in the Live Entertainment, Sports, Fashion, Digital and Media space into valuable long-term Assets and enhancing the brand equity of Percept Live globally.

Travelling is his passion and he loves to explore new destinations around the globe.

Manuj Agarwal is Chief Executive Officer, Percept Live.