

Profile

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. He 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 re-joined the Percept Group in the capacity of CEO – Percept Live in the year 2012 and is responsible for managing and leveraging the Percept Intellectual Properties including Sunburn, Bollyboom, FLY & Windsong, and providing strategic direction to Percept's IP business. Besides this, he is also focused on conceptualizing and developing new and innovative IPs for the Group. Manuj comes with a vision to enhance and raise the scale for Percept Live globally.

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

Manuj Agarwal is the Chief Executive Officer, Percept Live.