

KARAN SINGH
Chief Operating Officer
Percept Live



After graduating in Management with Honours (BSc) from the prestigious London School of Economics, London, UK, Karan Singh kick-started his career as a Senior Analyst at Ambit Corporate Finance, Mumbai, India.

At Ambit, Karan developed his expertise in advising companies in the Media & Entertainment sectors on M&A's, ranging from financing private equity and strategic transactions to straddling business plans and investor presentations for sell-side transactions. He performed valuation and other financial analyses on a variety of restructuring and valuation scenarios, and adroitly managed negotiations with investors on financial structuring and legal issues. Some notable achievements include his advisory role to Viacom on their entry into India's entertainment sector through a JV with the Television 18 Group to create a network of television channels. He also advised Miditech Pvt Ltd on their strategic sale to Time Warner – Turner and advised the Promoter family of Miditech on the successful structuring of a JV with Turner to create a new Hindi GEC in India. Some of the prominent brands Karan personally worked with included Viacom, Turner – Time Warner, Ernst & Young, Yelp (USA), WME, Red Bull, MTV & VH1, Pernod Ricard, Canon, Panasonic, Lenovo, GroupM, Pepsi, Google and Youtube.

Karan went on to complete his Masters in Business Administration (MBA) from the world-renowned Harvard Business School (HBS). On graduation from HBS in May 2011, he returned to India and joined Percept Live as Chief Executive Officer – Sunburn Global where he became responsible for providing strategic direction, mapping alliances, creating opportunities for integration, and paving the roadmap for Sunburn – Asia's largest Electronic Dance Music festival. With his core expertise in areas of strategic planning and high networking Karan has brought in a wealth of ideas and knowledge from his global experience to help lead Sunburn and take it to the next level. Karan was elevated to the post of Chief Operating Officer, Percept Live in 2019 and is responsible for managing and leveraging additional Percept IPs including Solaris, Bollyboom, EPL (Eat Play Love), Windsong, IMS (India Model Search) and XCC (Xtreme Combat Championship), and is responsible for providing strategic direction to Percept's overall IP business. He is also focused on converting innovative ideas in the Live Entertainment domain into valuable long-term Assets, overseeing the entire operations of Percept Live, and enhancing the brand equity of Percept Live globally.

Karan is passionate about sports and loves playing football and squash. He had also hosted a 90 minute weekly sports talk show at Pulse FM (University Radio at LSE). At Harvard, he organized the business school's first ever charity poker tournament, and was also on the committee for the Squash & Soccer clubs, in addition to being CFO of the university's Media & Entertainment Club.

Karan Singh is Chief Operating Officer of Percept Live.