

**PROFILE****MANAV MEHTA**  
**Director & Chief Operating Officer**  
**Bollyboom India**

Manav Mehta is an avid music aficionado and has made a simultaneous mark for himself in the domains of Music and the Entertainment Business. Better known by his stage name Realmm, Manav is hailed as a popular Techno DJ from the city of Mumbai. Over the past few years he has performed at many shows pan India spanning leading Music Festivals like Sunburn, Concerts, Nightclubs, Bars and Pop-Up events. Inspired by legendary music artists including musical duo Tale Of Us, Manav straddles both his creative passion in the business of creating music as well as oversees multiple synergy businesses in the Music Industry.

In 2021 Manav took over the mantle of Director & Chief Operating Officer (COO) of Bollyboom India, a Percept Live Company. Bollyboom, a Percept Live Intellectual Property, is the world's first and biggest Bollywood Dance Music Property offering an eclectic blend of Music, Dance and Live Entertainment across various formats spanning Arenas, Occasions, Club Nights, Campus Shows and the digital variant - Bollyboom@Home. In his capacity as Director & COO, Bollyboom India, Manav is focused on identifying novel opportunities, territories and technology to expand the scope and scale of Bollyboom across formats and geographies. Manav is responsible for ascertaining prospects, developing global business partnerships, and synergizing the best of live entertainment, cuisine, ambience, merchandize and innovative wow experiences to offer Bollywood fans around the world an authentic, unique and memorable experience.

Under his tenure the very first 'Bollyboom House' lounge launched in Goa in December 2021 followed by the second 'Bollyboom House' lounge opening its doors at BKC in Mumbai in April 2022. These premium chic lounges are a lifestyle extension of the brand and offer a vast sophisticated Bar, Dining & Bollyboom Live DJs experience with a high energy, vivacious night club experience for those looking for a unique slice of Bollywood experience. He is also responsible for expanding the Bollyboom brand further with the global roll out of further Bollyboom Clubs & Lounges, Records, Events and Merchandise to ensure Bollyboom become India's one and only indigenous holistic aspirational Lifestyle Brand for the Bollywood music fan community.