

LEADERSHIP DIALOGUE SERIES-5

THE BUSINESS OF SPORTS AND ENTERTAINMENT



Venkatesh Mysore



9 AM - 10:30 AM



Monday
March 4, 2024



Virtual
(MS Teams)



CEOs, C-Suite Executives and Middle Management of Banks and Financial Institutions



About the Speaker:

Venkatesh (Venky) Mysore is the CEO of Knight Riders Group & Red Chillies Entertainments, promoted by Indian superstar Shahrukh Khan (SRK). Venky has been responsible for not only making Kolkata Knight Riders (KKR) one of the most successful cricketing franchises in the Indian Premier League (IPL) IPL but also building the Knight Riders into a genuine global brand in T20 cricket. As part of its global strategy, the Knight Riders has established four franchises around the world. Trinbago Knight Riders (TKR) as part of the Caribbean Premier League (CPL), LA Knight Riders (LAKR) as part of the Major League Cricket (MLC) in the US and Abu Dhabi Knight Riders (ADKR) as part of the UAE T20 league. Since taking over as CEO Red Chillies Entertainments in 2013, Venky built a new business model, which made it into a full-fledged studio. The focus has been on producing content for various platforms (including the recent blockbuster film “Jawaan”), content marketing and distribution. Additionally, Red Chillies has developed distribution capabilities not only in India but also in most of the world. It has also diversified into the Visual Effects (VFX) business. Prior to joining KKR, he had a very long and successful career spanning over two decades in financial services. He was the India Country Head of SunLife Financial of Canada and prior to that he was the CEO & Managing Director of MetLife India, the Indian arm of Metropolitan Life Insurance Co. one of the oldest and largest life insurance companies of USA.



For registrations and enquiries, please contact:

Khazina Al Bahri (khazina@cbfs.edu.om, 22059812, 93956809)

Ahoud Al Dhuhli (ahoud@cbfs.edu.om 22059814, 9886654)