

November 18, 2024



# MARKETING

Monday

#EDITION 10

## Big Moves in Entertainment: Collaboration & Mega Merger Unveiled

Reliance Industries Limited, Viacom18 Media Private Limited, and The Walt Disney Company announced on Thursday that the merger of Viacom18's media and Jio Cinema businesses into Star India Private Limited (SIPL) is now officially effective.



- With a budget of Rs. 70,352 crore, the joint venture is set to transform India's media landscape.
- The JV will be led by Nita M. Ambani, Chairperson, and Uday Shankar, Vice Chairperson, who will offer strategic guidance.
- The combined entity will have approximately Rs 26,000 crore in pro forma combined revenue for the fiscal year ending in March 2024.



## Teaming Up for a Powerful Joint Venture

- This merger brings together India's most recognized media brands, including 'Star' and 'Colors' in television, and digital platforms such as 'JioCinema' and 'Hotstar'
- Will focus on expanding platforms like Disney+ Hotstar and delivering a mix of global and localized content to cater to India's digital audience.



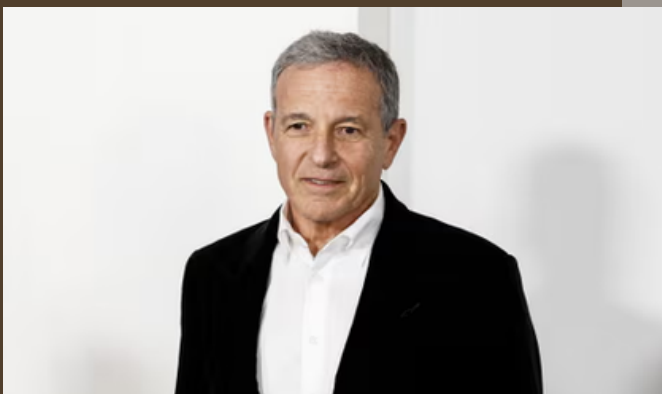
## CEOs : Kevin Vaz, Kiran Mani, and Sanjog Gupta to head key verticals.

- Kevin Vaz to lead the entertainment segment across all platforms,
- Kiran Mani to lead the digital division, and
- Sanjog Gupta will oversee the sports division.



## Approval of Regulatory Authorities.

- The National Company Law Tribunal (NCLT) in Mumbai
- The Competition Commission of India (CCI), and
- Global anti-trust bodies from the EU, China, Turkey, South Korea, and Ukraine.



### **Robert Allen Iger**

**CEO**

says,  
*"By joining forces with Reliance, we are able to expand our presence in this important media market and deliver viewers an even more robust portfolio of entertainment, sports content, and digital services."*

## Reliance acquires Paramount Global's stake of 13.01% in Viacom18.

