

Vinit is a highly accomplished professional with 24 years of extensive experience in Business Management, Media, Marketing, Digital, Content and Team Building. Vinit's current assignment is with GroupM's ESP Properties (specialised unit for Sports and Entertainment business) as Business Head, Entertainment, Sports & Live Events. Under Vinit's leadership, ESP Properties India has grown and emerged as a unique and dominant entity in the sponsorship business in India.

With expertise in formulating & directing strategies to promote products and services; steering marketing investment towards delivering business results for clients based on valuation and ROI, Vinit have played a pivotal role in the growth of sports and entertainment business in India. Vinit has worked with the Indian Premier League (IPL) from its first year and have been a part of each and every landmark in terms of media rights, sponsorship sales and media strategy.

Vinit has a strong entrepreneurial drive & vision to identify organizational strength/ weaknesses to create new markets & harvest untapped business opportunities. With the digital and technological advancement in the business of sports and entertainment, Vinit have been relentlessly working on data and tech driven products that will help build a robust fan engagement platform for right holders.

In 2014, Vinit initiated a pioneering initiative, a first of its kind and a very definitive reports on sports sponsorship in India titled 'Sporting Nation in The Making' and in 2017 'Showbiz' a similar report on movie marketing. Vinit has also co-authored and published a white paper in association with one of the premium academic institutes 'Indian Institute of Management, Ahmedabad' on 'What Spells Success for Indian Leagues'.