



**Amrita Pandey
Vice President,
Studios, Disney India**

After a B.Sc. Microbiology from Jai Hind College, Amrita went on to pursue a Masters in Management Studies with a major in Marketing, at the Sydenham Institute of Management, Mumbai. Recruited by UTV on campus in 2003 as a Management Trainee, Amrita has gone on to hold roles across every key discipline within the movie business, from production and marketing to distribution and syndication, across a 14-year career with the Company. In her time with the Studio, she has worked on the over 150 movies across Hindi, regional and English languages. Her first on screen credit was on Rang De Basanti in 2006 as Project Coordinator and through her growth within the Studio, she is now credited as Co-Producer on movies like Dangal, Haider, ABCD2, Jagga Jasoos and more. Her entry into the Company coincided with UTV's foray into the movie business, and her incredible professional growth mirrors the growth of the Company's studio business, which became one of the largest and most successful movie studio in India, with Amrita as its Vice President.

In her very first year at UTV in 2003, Amrita's work spanned research and business operations for the television production division, the launch marketing and international content acquisition efforts for India's first homegrown kids' channel Hungama TV, and culminated with the distribution of Swades, the studio's first production and first worldwide movie release. With Swades, Amrita took on a key role on the core distribution team at UTV Motion Pictures. Tasked with setting up the content syndication business at UTV, first for its TV library and later for its movie catalogue, the division has gone on to become a significant revenue stream for the company under her direction.

A role expansion in 2005 meant taking on the responsibility of a full movie project, from green lighting to production to marketing, distribution and release. The movie, Rang De Basanti released in 2006, and went on to become a raging success and one of the most iconic movies of all time; fueling a BAFTA award campaign that resulted in a nomination and numerous international film festival selections, award campaigns and wins. For Amrita, this meant taking on a new role that encompassed international distribution for the movies slate, in addition to content syndication, music, home video and other new revenue streams at the studio.

The next few years in this role, saw her contribute significantly to the Studio with successes like Life in a Metro, Jodhaa Akbar, Raajneeti, Kaminey, A Wednesday, Rowdy Rathore, Udaan, Barfi, ABCD, Kai Po Che, Chennai Express and many others.

In 2013, the Indian theatrical distribution business was added to her portfolio, followed closely by worldwide marketing responsibilities. Amrita continues to build on her achievements, always on the lookout for her next challenge.

In 2014, under her leadership in worldwide marketing and distribution, the studio had a banner year, delivering successes like Haider, Kick, 2 States, Heropanti, Highway, Khoobsurat and the biggest Indian movie of that time at the box office, PK. In 2015 and 2016 the Studio grew from strength to strength with runaway successes like Disney's ABCD2 and Captain America Civil War and the biggest ever Hollywood movie in India - The Jungle Book. The marketing efforts and box office results on The Jungle Book have become trend setters for the industry and changing the game fully for the market of Hollywood movies in India. Towards the end of 2016, under her leadership, the Studio has marketed and distributed Dangal which went on to becoming the highest grossing Hindi movie of all time in Indian cinema. In May 2017, Dangal was released theatrically in China and went on to set phenomenal benchmarks through its dream run in theatres across China. The team has opened many new international markets for Indian movies, and set new benchmarks for box office success across international and domestic markets, making Disney India the strongest movie marketing, distribution and content syndication business in the country.

In the recent past Amrita has been recognized and awarded as

- *Fortune 40 under 40 – Most Influential Young People in Business in 2016*
- *Business Today - India's Hottest Young Executives in 2015*
- *INFOCOM 2015 Woman of the Year - Young Leader in Business category (ABP Group).*
- *Economic Times Women Ahead List 2016: Corporate India's fastest rising women leaders*

Within the Walt Disney Company, won the coveted **Bob Iger award in 2016 for Creativity and Innovation.**