



**MAHESH SAMAT**  
**Executive Vice President**  
**Disney Consumer Products Commercialization**  
**The Walt Disney Company Asia Pacific**

Mahesh Samat is the Executive Vice President, Disney Consumer Products Commercialization, for The Walt Disney Company Asia Pacific. Reporting into Ken Potrock, President, Disney Consumer Products Commercialization, Mahesh is responsible for the commercialization of Disney franchises across merchandise, publishing and licensed games throughout India, Southeast Asia, Greater China, Korea, Japan, Australia and New Zealand.

Mr. Samat rejoined The Walt Disney Company in India in November 2016 and went on to integrate the Southeast Asia and India businesses to form The Walt Disney Company's South Asia regional hub in September 2017. He led most of Disney's integrated business units driving new strategies that are providing tremendous growth for global franchises and unilaterally creating new business opportunities for all Disney businesses. He previously led The Walt Disney Company's India operations from 2008-2012.

In 2012, Mr. Samat founded Epic Television Networks. Epic is a popular Hindi entertainment channel focused on history, folklore and mythology-based content. Prior to 2008, he was Managing Director at Johnson & Johnson, Southern Europe, J&J Vision Care, based out of London. He also worked for Kellogg's, where he was responsible for marketing, nutrition marketing and research for the company in India as well as Warner Lambert/Parke-Davis as Director of Consumer Health Products, and Boots India Limited. Mr. Samat has over twenty-five years of experience in FMCG and Healthcare across India, Asia-Pacific and Europe.

He holds a Bachelor of Commerce degree from Sydenham College and a Masters of Business Administration from the Indian Institute of Management.