



BIKRAM DUGGAL

Executive Director & Head Studios & CMO Disney India

Mr. Bikram Duggal is the Executive Director and Head for Disney's Studios business in India and reports to Mr. Abhishek Maheshwari, Country Head of The Walt Disney Company India. In his role, Mr. Duggal is responsible for Marketing and Distribution of all our Hollywood releases in India.

Additionally, he also leads the central marketing function across the organization to ensure alignment in the way the company engages fans and audiences, position the brands and franchises across various touch-points and strategic marketing projects such as the Data Management Platform and Short Form Content Creation. The Disney Consumer Products and Media Networks' marketing teams also work in close coordination with Mr. Duggal.

Prior to this role, Mr. Duggal successfully led the Corporate Strategy and Business Development, marketing and digital efforts for the Media Networks business and supported creative functions in building the channels in India.

In his career spanning more than 18 years, Mr. Duggal has worked with global brands across multiple categories in companies like JWT, Lowe, and HUL. In his last assignment before joining Disney, he founded his own venture - Locus Infotainment Pvt. Ltd and also worked as the Director Marketing – South Asia for Turner International.