



**Mr. Sukhpreet Singh**

Sukhpreet Singh, has been associated with Dish TV since 2016 and is presently designated as Corporate Head – Marketing (Dishtv) with the Company. In his current role, he is responsible for planning & implementing Brand strategy for Dish TV, package construct & pricing, manage Interactive Channels of Dish TV, Corporate communication, Media buying and build Brand equity of Dish TV. Prior to joining Dish TV he was associated with companies like Dabur India, Gillette, Dalmia Group, Whirlpool, Kansai Nerolac. During his last stint he worked with Samsung Electronics India in the capacity of Director Marketing - CE Business. He has more than 20 years of experience. Mr. Singh is a Post Graduate in Business Administration from International Management Institute.