

Harish Dayani
CEO – Entertainment Division

Mr Harish Dayani is the Chief Executive Officer, Entertainment Division, Moser Baer and is responsible for providing direction and market leadership for the company in India and will also be responsible for taking this new initiative to greater heights.

Harish joined MBIL in April 2006. During this period, he was instrumental in helping create this new venture in the field of entertainment and the laying of the basic tenets of the Quality Strategy which were subsequently adopted by MBIL.

Prior to MBIL, Mr. Dayani was heading Saregama-HMV as a Head of Music Business for India operations and Film production for more than 10 yrs. He also oversaw a number of operations relative to this business in India and during this period developed very close relationships with the leading actors, producers,,directors in the film industry

With over 32 years of business and industry experience, Harish's professional assignments include a stint in Sales and Marketing at various locations in, Usha Sales Ltd. for 6 yr. He subsequently worked at various positions at Hindustan Lever Ltd. and was responsible for the sales and marketing of various products ranging from Tea and Vanaspati to Detergents from 1982 to 1996. At Hindustan Lever Ltd. he was closely involved in the implementation of new marketing initiatives at the time of entry of P&G in India . He also led the project for implementing new distribution system in the Company. Harish, thus, naturally brings a combination of FMCG and Entertainment knowledge to bear on his present assignment.

Harish holds an LLB from Law Faculty, Delhi University and a B.Sc (Hons) Chemistry from the St. Stephens College, Delhi.

Harish is married and has 2 Children.