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“ Leadership is about adaptability, bold decisions, and empowering teams. True growth comes from embracing change, fostering innovation, and turning every challenge into an opportunity to evolve. ”

CAN YOU WALK US THROUGH YOUR LEADERSHIP JOURNEY TO BECOMING THE CMO OF SHEMAROO ENTERTAINMENT?

I've always been passionate about storytelling and the way content connects with people. My journey in media and entertainment has been a blend of creativity, strategy, and continuous learning. Over the last decade, I've worked across brand building, marketing, and content monetization. Every role has shaped me, pushing me to adapt, innovate, and stay in tune with audiences.

Joining Shemaroo felt like the perfect next step—it has such a rich legacy, and I saw an opportunity to preserve that history while introducing fresh ideas. Every challenge has been a learning experience, and I believe that embracing change, understanding people, and fostering innovation have been key to my journey.

Great leadership is about staying adaptable, making bold decisions, and empowering teams to think beyond the obvious. It's about resilience, continuous learning, and turning challenges into opportunities for growth.

SHEMAROO HAS A LEGACY IN THE MEDIA INDUSTRY. AS A LEADER, HOW DO YOU BALANCE PRESERVING THAT LEGACY WITH PUSHING FOR INNOVATION AND GROWTH IN THE DIGITAL SPACE?

Shemaroo's strength lies in its ability to remain relevant across generations. The love and trust our audiences have placed in us over decades is something we deeply value, and we are committed to honoring that while evolving with them.

For me, the key is simple—be where our audiences are. Whether through traditional formats or the latest digital platforms, we ensure Shemaroo remains accessible and engaging. We celebrate our vast content library while exploring new ways to connect, from AI-driven personalization to influencer collaborations.

At the heart of everything we do, our goal remains the same—we have to make 'India Khush.' Innovation doesn't mean letting go of our roots; it means using new tools and strategies to bring our content to more people in ways they enjoy. That's what excites me every day!

WHAT ADVICE WOULD YOU GIVE TO OTHER WOMEN ASPIRING TO LEADERSHIP ROLES IN THE ENTERTAINMENT INDUSTRY?

The entertainment industry is becoming more inclusive, but there is still progress to be made. My biggest advice? Stay curious, keep learning, and don't be afraid to take up space. This industry moves fast, and those who embrace new ideas and trends will stand out.

Build a strong support system—mentors, colleagues, and family. Surround yourself with people who believe in you, challenge you to grow, and serve as both your biggest cheerleaders and strongest critics. Leadership isn't about knowing everything; it's about learning, taking risks, and pushing through setbacks.

Most importantly—be yourself. The more diverse perspectives we bring to the table, the stronger this industry becomes. Authenticity is powerful, and it's what truly sets great leaders apart. ■