



Nilesch Deshmukh

About Me

Hi, I'm Nilesh Deshmukh.

I am originally from Mumbai, India but have lived in London for 7 years. I have worked in the sports and entertainment industry for over 10 years.

I have always been passionate about building connections between sports/entertainment brands and their global consumers through innovative integrated marketing campaigns by blending data and creativity across digital platforms to convert consumers to customers.

My quest to make a career out of sports and entertainment has allowed me to work with Bollywood A-lister Hrithik Roshan and build his non-film business portfolio resulting in founding HRX - India's first celebrity brand to working on India's biggest movie franchise licensing program to working with leading football clubs and other sports entities in connecting them with their fans in India and building brand partnerships in the world's fastest growing sports consumption market - India.

I always look for challenges that push me outside my comfort zone and enable me to find creative and unique solutions to problems in my personal and professional life.

CV

A result-oriented and accomplished account director with expertise in international marketing & communication, fan engagement, commercial development in the sports & entertainment sector. More than 10 years of experience in the sports & entertainment sector in the UK and India with a proven track record in leading and managing international market entry strategy for multiple international sports entities. Adept at strong management skills with an emphasis on fostering a culture of collaboration and a robust commitment to global team building and delivery.

Engage Digital Partners • London, LND • December 2016 – Present

Account Director - International Market (India)

Delivered bespoke marketing, communication and commercially led long-term projects for 13+ International clients within agreed budgets, time, and quality to surpass their ambitions in the rapidly growing Indian market. Planned and supervised long-term to ad-hoc projects with a focus on building brand awareness and commercial growth via fan engagement, influencer management, and partnerships with social network platforms, broadcasters, content publishers and fan clubs. Prepared marketing reports, valuation reports, proposals, and RFP responses and worked closely with our CEO and Director for Business Development for all sports and eSports-related opportunities.

In my 6+ years, I have worked with esteemed clients like Chelsea FC, Major League Baseball, Sevilla FC, Arsenal FC, Real Madrid, Manchester United FC, Borussia Dortmund, International Cricket Council, AELTC, Formula E, Betway, Mountain Dew and owned and operated football media business Superpower Football.

We Play • London, LND • October 2016 - December 2016

Consultant - Internal Marketing

Established a clear and achievable framework for brand growth for an independent specialist digital sports marketing agency. Coordinated inter-departmental activities, integrating marketing activities with brand messaging throughout social media. Collaborated with external vendors, creating a showreel and building case studies of all the clients as part of the supporting documents for the BTSI award nomination.

Exceed Entertainment • Mumbai, IN-MH • April 2012 - February 2016

Senior Brand Manager

Founded and managed Exceed Entertainment's celebrity brand extension business unit. Hired, trained, and mentored a six-member, cross-functional team to manage sports licensing, sponsorship, brand development, and inline marketing for key accounts for Bollywood A-Lister, Hrithik Roshan. Oversaw digital presence for Hrithik Roshan, managed licensing for his movies and designed and deployed digital marketing strategies for HRX, India's first celebrity lifestyle brand. Aligned marketing and branding strategies across multiple channels. Handled budget planning and control for all digital marketing.

Personal Achievements

- Launched **24 content IPs** for **8 clients** in **5 years**.
- Created **50+ celebrity/influencer and creator partnerships** for clients.
- Created and managed **20 partnerships** for clients in India out of which **12** partnerships were created for **Chelsea FC** in India with leading Sports broadcasters, OTT platforms, social networks, brands, sports teams, athletes, agents, influencers, celebrities, eSports teams and publishing companies.
- Worked with **80+** fan clubs in India for our football clients.
- **15 million+** fans engaged through the marketing and communication strategy for our clients.
- Managed the KRRISH 3 licensing program - **generated \$1.5 million** in revenue in 3 months.
- Led the marketing and licensing program for **HRX** - **India's first** celebrity-owned brand.



BLUES
IN
INDIA
A FAN STORY



My Expertise



Building Partnerships

- Led pitches and secured **20 partnerships** for my International clients in India.
- Most notable partnerships include **Arjun Kapoor (YRF) X Chelsea FC** - Chelsea FC's first ever Indian brand ambassador (3 Years), **Mortal (Naman Mathur) X Chelsea FC** - First eSports partnership for both, **Rohan Shreshta X MLB** - First Indian celebrity partnership and **Dinesh Karthik X Sevilla FC** and **Jimmy Floyd Hasselbaink X NBA India** - their first cross-sport partnership with a football legend.
- Non-celebrity partnerships include - **Chelsea FC X Star Sports**, **Hindustan Times X Chelsea FC**, **AELTC X Maharashtra Tennis** and more.



DINESH KARTHIK CONGRATULATES

CAMP7ONES

OF THE UEFA EUROPA LEAGUE

Building Communities

Worked with **80+** Indian supporter groups across sports creating content and more to support our client's fan engagement goals.

- **Chelsea FC - 180+** fans over 4 seasons featured on CFC channels. We collaborate with **30+** official Chelsea FC supporter groups from India.
- **Arsenal FC - 50 fans across 9 supporters groups** over 2 seasons featured on AFC channels (2019-2021).
- **Manchester United FC - Worked with 10 supporter clubs** to create their India YouTube strategy.
- **Real Madrid - Collaborating with the largest fanbase** for an international club in India to unify and create content for India (2023).





Building Influencer Networks

Onboarded 50+ influencers in India hailing from various diverse backgrounds creating content for our clients in 6 years.

Highlights collaborations with influencers

- **Chelsea FC** - 40+ influencers over 4 seasons featured on Chelsea FC channels.
- **Arsenal FC** - 20+ influencers for men's and women's football campaigns (2020-21).
- **Sevilla FC** - 5 influencers have featured on Sevilla FC channels since 2022.
- **MLB** - 5+ video content IPs activated with MLB superfan, Rohan Shrestha.

Building Content IPs

- Launched 8 Content IPs for Chelsea FC at national (India) level which included content IPs for social media, broadcast and OTT platforms.
- Launched 3 Content IPs for Chelsea that became globally published IPs - Gaming and Fans.
- Launched 3 Content IPs for Major League Baseball focused on storytelling and information with real baseball stories from India and a weekly show for broadcast and OTT.
- Launched a content series for Sevilla FC (Nunca Te Rindas) made for social media and broadcast (Viacom18).
- Launched a Fan-led storytelling concept social media series for Arsenal FC, Real Madrid FC, Manchester United FC, Chelsea FC and AELTC.
- Launched Formula E's first influencers-led content series in India.



WITH

SCOUT



Driving Brand Marketing

- Delivered a Webby award-winning campaign for the best social media integration for a brand (Krrish 3- India's first superhero movie franchise).
- Designed and implemented an online marketing plan and licensing plan for the film Krrish 3 (India's first superhero franchise) resulting in \$1.5 Million in sales in a quarter.
- An integral part of the HRX launch team - managed marketing campaigns focused on sports partnerships (Indian Para Athletes and FC Pune City).
- Increased Facebook fan base by 200% by overhauling FC Pune City's (Indian Super League franchise) social media and adding a strong video content plan (ISL Season 1 and 2).

FILM KRAFT & TOONZ ENTERTAINMENT PTE LTD
present
a
TOONZ ANIMATION INDIA PRODUCTION



EXECUTIVE PRODUCER P. JAYAKUMAR CREATIVE PRODUCER HARI VARMA
PRODUCED BY ANISH PATEL / CARMEN ZIANABAD SUPERVISING PRODUCER HARI IYER .K.B / RATHAN SAM GEORGE
PRODUCER DIJU S. RAJ / ANU SHANKAR BRAND PARTNERS EXCEED ENTERTAINMENT
THEME MUSIC/BG SCORE ADITYA SORAP TITLE LYRICS KAUSAR MUNIR SUPERVISING DIRECTOR HARI VARMA
DIRECTED BY INDRANARAYAN DATTA



My Interests

Sportsnexus Infographics & Podcasts

Your Weekly Dose of Sports
& Entertainment Business
Updates From India

SPORTS
BUSINESS
NEWSCAST

- [Sportsnexus.co](https://sportsnexus.co) – I write a blog with opinion pieces on sports business developments in India and present sports business news in infographics.
- *Sports Business Newscast* – I research and deliver a podcast that covers sports and gaming business news from India to inform Western nations about the developments happening in the fastest-growing sports market.

 [Link to the podcast](#)

Hosted by
Nilesh Deshmukh

Music Based Community Building

- [Offthedome.in](https://offthedome.in) – I mentor a community of young music writers in India to build a community of Indian Hip-Hop fans and provide a platform for independent rappers and producers to promote their music.
- I have created **3 video-focused content IPs** in the Indian Hip-Hop space:
 1. **Studio Sessions** - This IP focuses on allowing independent rappers and producers to record a track with a video and professional mix-mastering. The songs go out as an EP with the artists earning 50% of streaming monies.
 2. **Real Talk Podcasts** - Studio-based podcasts featuring rappers who want to promote their new projects.
 3. **Car-O-Bar** - Rappers breaking bars of their latest tracks in a car with a host.

**FREE THUG
FREESTYLE**
LALA

[Link to the track](#)

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