ISHITA MEHTA

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WORK EXPERIENCE

FOUNDER (STEALTH) — managing talent and consulting on music-led brand strategy.

WARNER MUSIC INDIA | LIVE HEAD, TALENT MANAGEMENT, SYNC (JUNE 2024 – MARCH 2026)

- Acted as a trusted escalation and ownership point across A&R, Live, Brands, and Marketing—leading execution without formal authority and protecting revenue, delivery quality, and artist trust beyond defined KRAs.
- Led origination, strategy, and execution across artist, live, brand, and sync projects, delivering ₹10 Cr+ topline revenue with an active ₹15 Cr+ pipeline.
- **Women's Premier League (WPL)**: Core contributor owning Artist strategy and cross-functional execution; led **BCCI**-facing presentations and end-to-end delivery for one of Warner's largest sports-entertainment IPs.
- Karma (Talent): Built and owned end-to-end artist strategy across live, festivals, brands, and PR; generated ₹40L+ topline, with ₹50L+ forward pipeline.
- Executed high-value live performances for Ayushmann Khurrana, managing complex stakeholder ecosystems and high-pressure show delivery.
- Structured a ₹8 Cr global touring deal for Jasmine Sandlas through direct international promoter relationships.
- Managed premium live and institutional opportunities involving legacy artists including Sonu Nigam for **Google.**
- Closed film and commercial sync placements, including Thama movie trailer featuring Ayushmann Khurrana, Rashmika Mandanna.
- Negotiated and executed Netflix synchronization deal for *The Kapil Sharma Show* (Season 4) featuring Guru Randhawa's track *"Qatal"*.
- Executed sync deals for Ed Sheeran Track *"Sapphire"* Vivo.
- Delivered brand integrations at **Coldplay x** Jameson live experiences, including placement of Jasleen Royal as an Opening Act.
- Drove monetisation and brand partnerships with Simba, boAt, Spotify, Budweiser, Adidas, Nothing, Red Bull, Jameson, and e-sports platforms etc, aligning brand objectives with artist equity.

STRATEGIC PROJECT LEAD/ IP LAWYER – RISE//DEL | AUGUST 2023 –MAY 2024

Building Rise (India's first multidisciplinary conference that connects **music, creative industries, start-ups).** Led strategic projects aimed at connecting music, creative industries, and start-ups.

UNDER THE RADAR | NOVEMBER 2019 – JULY 2023

HIGHLIGHTS:

- **2022: Ms. Marvel 2022** (On Disney + Hot star): Two (2) Synchronization Deals; One Original track.
- **2021-2022: "Johnnie Walker"** Exclusive Brand Endorsement deal for Ritviz.
- **Ritviz' X Nucleya *"Baarat"*** album launch promotion, ideation, strategies, marketing for the music release; live show for the **"Baarat"** album launch (500k + reel content on Instagram; Spotify all time streams "**28,615, 462").**
- **Ritviz's** original track creation **"Sun Toh"** for **Netflix** original series ***"Mismatched".***

- Supported artist goals with corresponding action plans and timelines for their independent music releases “Pran”, “Raahi”, “Khamoshi” "Liggi,", “Chalo Chalein”,"Thandi Hawa" etc.
- Made a successful foray into **producing** by managing the production of a music video that ultimately led to a record label deal for the DJ SA.
- Structured and closed high-profile deals with **Red Chillies Entertainmen**t for **"Jawan"** and **Amazon's "Bandish Bandits"** for an Artist under management.

Senior Artist Manager/ In House Advocate (November 2019 – July 2023)

- **RITVIZ, NUCLEYA & Dorwin**: Artist Manager, Booking Agent, Lawyer
- **DJ SA & Jhalli** : General Manager, Booking Agent, Lawyer
- **ANYASA:** Artist Manager, Booking Agent, Lawyer
- **Ritviz:** Led the entire **Ritviz's Mimmi Album Launch Show, India**; including comprehensive marketing, ticketing, artist relations, fan community building, influencer and promotion strategies, enhancing brand visibility and revenue streams.
- **ANYASA (Anjunadeep’s YT Channel)**: Produced and executed a secret live event "Once Upon a Time" for ANYASA, managing marketing, promotions, ticketing and logistics.
- Successfully negotiated and **secured synchronization & licensing deals** for: “Barso” for **Global Google Commercial Campaign,** “Udd Gaye” for **Cadbury Perk Ad**; “Liggi” **for Youtube;** “Jeet” **in Free Fire (gaming) on Youtube.**
- Confirmed smooth operations between Brands/ Clients and Talent by acting as liaison, such as Bacardi, Netflix, Mondelez, Zomato, Sunburn, Mokobara, Red Bull, Diageo, Levi’s, Noise, Asus, TuneCore, YouTube, One Plus, Spotify (License Campaign), Google, MOJ, Garena, Crocs, BBTV.
- Led the conceptualization and development of a virtual festival **“Retro Future”,** with Ritviz, Nucleya and Anyasa, leveraging cutting-edge technology on **YouTube**.

LEGAL

- Negotiated and executed contract with **DIPLO, KREWALLA AND MAJOR LAZER’S record label** for **NUCLEYA**.
- Drafting, Negotiating and Executing Contracts/Agreements, NDA’s and/or document(s) whatsoever required as the In-House Advocate for the company and all the Artist’s managed by the company. Provided Legal strategies and consultancy with respect to any issues, concerns and claims regarding the Artist(s).
- Drafted, negotiated, and executed contracts for Anyasa, Nucleya, Ritviz, Santanu Hazarika, Airphish.

PSL ADVOCATES & SOLICITORS, MUMBAI, INDIA | 2019 - ASSOCIATE

Drafted and negotiated media, label, brand, and sync agreements across artist and film projects.

ECONOMIC LAWS PRACTICE, MUMBAI, INDIA | 2017-2018 - ASSOCIATE (IDT TEAM)

Led initiatives to reduce tax rates for musical instruments with the Government, provided advisory services on issues under new tax regimes, and conducted research on EU legislation.

EDUCATION

CHRIST UNIVERSITY, BENGALURU, INDIA | 2012-2017
BBA LLB. (Hons.)- Bachelor of Business Administration – Bachelor of Laws