MEDIA KIT · 2026

Vivek Satya *Mitram*

Journalist. Brand strategist. Entrepreneur. World's First Restart Coach.

23 years of building media, brands and businesses, and now helping people rebuild theirs.



AT A GLANCE

A storyteller who has *lived the story.*

Vivek Satya Mitram is a journalist, brand strategist and serial entrepreneur with 23 years in media and business. He became India's youngest TV channel head at 27, launched six news channels, and has interviewed India's Who's Who, including the Prime Minister and the President of India.

At 32 he walked away without a plan, and rebuilt himself as a brand consultant, startup mentor and founder. Today, as the World's First Restart Coach, he helps professionals and founders restart their careers, businesses and lives.

Based in	**Delhi NCR, India**
Languages	**Hindi, English**
Education	**IIMC · MICA**
Ventures	**6 founded**
Known as	**World's First Restart Coach**

THE JOURNEY

Every chapter *began with a restart.*

01

The journalist

Trained at IIMC. Reported and interviewed India's Who's Who.

02

Channel head at 27

India's youngest. Launched six TV news channels as Editor and Channel Head.

03

The leap at 32

Walked away from the top job, without a plan.

04

Brand builder

Brand strategist to 50+ startups and corporates. Founder of six ventures.

05

Restart Coach

The World's First. 2,000+ lives transformed.

360° · THE MANY ROLES

One voice, *six worlds.*

Journalist & media leader

Former Editor and Channel Head. Launched six TV news channels.

Brand strategist

Brand, PR, corporate and crisis communication for founders and corporates.

Serial entrepreneur

Co-founder & CEO, Semicolons Consulting. Co-founder, Bharat Dialogues.

Restart Coach

Founder of Restart Skool and creator of the RESTART™ Methodology.

Author, poet & columnist

Writing a book on Restart and a travelogue of a 32-day solo journey across Europe.

Speaker & host

Keynotes, panels and conversations on reinvention, media and leadership.

BRAND & BUSINESS IMPACT

Brands he has *helped grow.*

50+

startups, corporates and NGOs guided on brand strategy and growth

₹120 Cr

revenue milestone reached by Winni, with his growth consulting

₹242 Cr

Krafton funding for Bobble AI, after expanding its brand reach

NOTABLE CLIENTS

Bobble AI | Winni | Oye! Rickshaw | Vitto | MemeChat | MyOperator

Sectors: AI, data intelligence, fintech, media, retail, education, NGOs and public affairs.

THE RESTART MOVEMENT

Helping India *start again.*

Through Restart Skool, Vivek helps professionals, founders and families rebuild after layoffs, burnout, failure and change, with a mission of 10,00,000 restarts in 2027.

2,000+
lives transformed

500+
founders mentored

7-stage
RESTART™ Methodology

Coaching · Restart Inner Circle · The Restart Room · Restart Ke Yoddha · The Restart Story podcast

DIGITAL REACH

3 lakh+ followers. *89 lakh views in 30 days.*

INSTAGRAM

131.7K

followers · 48 lakh views in 30 days

FACEBOOK

162K+

followers · 35 lakh views in 30 days

YOUTUBE

6.4K

subscribers, up 6,157 in 30 days

5 Mn+

views on the top reel; 3+ reels past 1 Mn

87%

of the audience aged 25–54

45+

countries; 95% of the audience in India

RECOGNITION

Recognised for *media and impact.*

THREE-TIME RECIPIENT

UN Rex
Karamveer Medal

By iCONGO in association with the United Nations, for impact as a journalist and brand consultant.

- **40 Under 40, Corporate Communications** · exchange4media
- **Top 100 Influential Game Changers** · PR & Corp Comm
- **Recognised by** the United Nations, BBC World Service and India Today
- **Interviewed** the Prime Minister and the President of India

FOR PRESS & EVENT ORGANISERS

What Vivek *speaks about.*

Restarting after 35

Layoffs, career breaks and reinvention in mid-life.

Founders who fall and rise

Failure, comebacks and what it takes to start again.

Personal branding for leaders

How CXOs and founders build trust in public.

Media, trust and storytelling

Lessons from a newsroom for brands and leaders.

Crisis communication

Protecting reputation when things go wrong.

Entrepreneurship in Bharat

Building in tier-2 India and beyond the metros.

WAYS TO ENGAGE

How to *work with Vivek.*

Press & interviews	Expert comment on careers, layoffs, reinvention, founders and media.
Keynotes & panels	Conferences, corporate offsites, campuses and leadership forums.
Corporate workshops	Restart and resilience sessions for teams in transition.
Brand partnerships	Integrated content across Instagram, Facebook and YouTube.
Leader & founder features	Restart Ke Yoddha, The Restart Story podcast and Instagram Live.
Brand & comms consulting	Brand strategy, PR, corporate and crisis communication, via Semicolons Consulting.

MEDIA & ENGAGEMENT ENQUIRIES

Let's start *a conversation.*

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LinkedIn	linkedin.com/in/viveksatyamitram

High-resolution photos and bios are available on request.

