

In conversation with **Radhakrishnan Sreenivasan**  
Presenter & Commentator – STAR Sports  
**K J Somaiya Institute of Management Alum Batch 1998-2000**



**1. You have been a Sports Broadcaster for over two decades, what has been the most memorable moment and match so far in your career?**

A. From being a kid who used to watch sports to being able to interact with eminent sports personalities, I have been privileged to have experienced many memorable moments throughout my career. In 2002, interviewing Sachin Tendulkar on the stairs of M. Chinnaswamy stadium in Bengaluru was one of the first big moments in my career. Watching the 2003 finals in South Africa and being there as a reporter brings back a lot of memories. The most surreal moment of all was sitting next to M.S. Dhoni in the bus during the parade from Mumbai airport to Wankhede stadium when India won the T-20 World Cup in 2007.

**2. Tell us about your journey from being a Physicist to a Sports Broadcaster?**

A. I always wanted to be a professional Sportsman but natural progression had led me to be a Physicist. I realized early in my life that I wanted to do something which involved communications. Sports overall consumes me, even though I couldn't pursue it professionally, the best thing to do was to speak about sports and thus, I went pillars to poles with my CV to look for opportunities in this field without any journalism background. I grabbed every opportunity that came my way and worked hard to build a career in the sports industry.

**3. How has the sports industry evolved in India in the past two decades?**

A. There has been an overall growth in the sports industry over the past two decades. A major change was seen when rights for broadcasting skyrocketed under the leadership of Mr. Jagmohan Dalmiya. Sports such as Kabaddi which was predominantly a part of rural India was made appealing in the metro areas by initiatives like Pro Kabaddi League. Audiences have developed interest in football, badminton, shooting and other fields as well.

**4. According to you, what are the major changes that will take place in sports industry post-pandemic?**

A. Change is inevitable but the rate of change will be accelerated, for example the need to reinvent ourselves in this digital age has become all the more essential. Different sports bring different challenges and course correction might be needed in terms of the commercial aspect. The leagues and sponsorships may go down though the online viewership is growing. Other changes visible are awareness regarding cleanliness and adherence to community guidelines as a society.

**5. What is the biggest challenge you have faced in your career?**

A. The first and biggest challenge I faced was people telling me that there is no use trying to get into this field and that I won't be able to make a career here. Since I was not from a journalism background, people were skeptical to hire me. Frustration and challenges early in my life have helped me to look at life from a different perspective. In such situations, I keep my head down and keep going.

**6. Tell us about any avenues you want to achieve next?**

A. Teaching the underprivileged in small towns in order to improve their life is one of the goals I want to achieve. Every day I look at what am I doing differently now as compared to what I was doing 3-4 years ago. I wish to be engaged and interested in what I do and believe in 'Like what you do and do what you like.'

## 7. How did MBA help you in your career as Sports Broadcaster?

A. We have our own identity and should look at ourselves as a brand and that's how I look at myself. I performed a SWOT analysis on myself and took advantages of the opportunities in front of me that would help me grow. Position yourself as a product to your employer, sell yourselves to best of your abilities while providing quality assurance in terms of hard work.

## 8. If you have to relive your days at K J Somaiya Institute of Management, how differently would you like to live them?

A. I had a good time in institute and have created a lot of memories. If given a chance I wouldn't want to change anything. Bunking classes, getting caught while bunking lectures, having fun with friends will always be some of the most cherished moments of my life.

## 9. What are some of the significant learning you had in your two years at K J Somaiya Institute of Management?

A. The institute provided me with tremendous sense of freedom. It allowed me to identify my strengths and keep working on them. I represented the institute at various cultural events and case study competitions. The institute allowed me to concentrate on things I was good at while helping me balance my academics without losing sight of the big picture.

## 10. What would be your advice for the students/young Alumni who are starting their career?

A. The most important thing is to be yourself and trust yourself in every situation. It's essential to put yourself in circumstances to gain both good and bad experiences and remember that it is important to back yourself because if it's not you than I don't know who will.

### Rapid fire questions

- 1. Favourite hangout spot on campus:** Canteen
- 2. Favourite movie:** The Shawshank Redemption, Anbe Sivam & Gangs of Wasseypur
- 3. Favourite holiday destination:** Melbourne, Denmark, Berlin & Himalayas
- 4. Favourite cuisine:** Tamil Food
- 5. Success mantra:** Hard work
- 6. Word that describes you:** Persistent
- 7. Biography would be titled:** Never stop believing
- 8. A technology that will transform the future:** AI
- 9. An idea that changed your life:** Identifying my strengths at an early stage in life
- 10. Role Model:** My Grandmother

### Interviewed & drafted by:

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