

# News, Not Noise

An Interview with Kartikeya Sharma, Founder, iTV Network

**EDITORS' NOTE** *Kartikeya Sharma is a sitting Rajya Sabha Member of Parliament. He is an Indian entrepreneur, a media personality, and a sports aficionado. He is the founder of iTV Network, and the founder of Pro Wrestling League and Indian Arena Polo League, an initiative of his sporting venture, ProSportify. He is an Oxford graduate with an MBA degree from King's College London.*



Kartikeya Sharma

**COMPANY BRIEF** *iTV Network (itvnetwork.com), also known as Information TV Private Limited, is one of India's fastest-growing media conglomerates with a dynamic presence across print, electronic, and digital platforms. Founded in 2007, the network operates a diverse portfolio that includes two national news channels – the Hindi-language India News and the English-language NewsX – alongside seven regional news channels, five newspapers, and a range of digital assets. With a reach of over 560 million people daily, iTV Network is recognized for its commitment to credible journalism and innovative infotainment. Its publications include The Sunday Guardian, The Daily Guardian, and Aaj Samaj, and its content is accessible across traditional broadcast platforms and OTT services like Disney+ Hotstar.*

## Will you discuss your career journey?

My career journey has been shaped by a unique blend of legacy, learning, innovation, and a drive for societal growth. Growing up in a family deeply engaged in public service and enterprise, I was exposed early to the dynamics of governance, social change, and entrepreneurship. My father's role in national politics instilled in me a strong sense of civic responsibility and leadership, while our family's hospitality ventures provided first-hand lessons in building and sustaining value-driven organizations. While hospitality was a natural starting point, my academic years at the University of Oxford and King's College London broadened my worldview, sharpened my analytical thinking, and deepened my commitment to contribute something distinctive. This led me to found iTV Network in 2007 with the vision of creating a media platform rooted in integrity, plurality of voices, and technology-led innovation. Through channels like NewsX and India News, along with its extensive network of

regional language channels across different states, we became early adopters of data and AI-driven analytics in Indian newsrooms – raising benchmarks for accuracy, transparency, and audience engagement in a competitive media landscape. “News, Not Noise” has been the cornerstone of all my media ventures.

Drawing on the spirit of reinvention, I also played a pivotal role in expanding the Piccadilly Group into the premium spirits segment, leading to the creation of Indri-Trini, India's triple-

cask single malt whisky, now celebrated internationally. This affirmed my belief that harmonizing tradition with innovation produces exceptional outcomes.

In 2022, I entered the legislative arena as a Rajya Sabha Member of Parliament from Haryana. In Parliament, I actively serve on multiple parliamentary committees, including Communications & IT, Subordinate Legislation, Rules, Privileges, and the Consultative Committee for the Ministry of Finance – while also contributing as a member of the Indian Council of World Affairs and the Post Graduate Institute of Medical Education and Research, Chandigarh. Through these diverse roles, I strive to develop policies that seamlessly weave together technology, governance, and economic advancements, benefitting Bharat and creating meaningful, lasting change in society.

Most recently, through the NXT platform and the NXT Conclave 2025, I have sought to create a truly global stage bringing together former heads of state, astronauts, pioneering scientists, business leaders, technology entrepreneurs, diplomats, sustainability advocates, and cultural icons. The 2025 edition, held at Bharat Mandapam in New Delhi, was inaugurated by the Honorable Prime Minister of India Shri Narendra Modi and was attended by stalwarts like former Prime Minister Tony Abbott (Australia), former Prime Minister Stephen Harper (Canada), former President Ranil Wickremesinghe (Sri Lanka), eminent physicists like Professor Brian Cox and Dr. Brian Greene, astronauts including Oleg Artemyev and Mike Massimino, tech innovators like Awais Ahmed (Pixxel Aerospace) and Yoshi Yokokawa (Alpaca), as well as luminaries from around the world.

By curating sessions that bridged policy, science, technology, business, sustainability, and

diplomacy, the conclave facilitated substantive dialogue and launched initiatives with measurable outcomes – such as international trade partnerships, advancement of clean energy solutions, quantum computing, AI ethics frameworks, and collaborative climate action strategies. These collaborations reaffirm India's emergence not just as an economic powerhouse, but as a solution-driving “world-force” influencing global governance and innovation.

Looking back, the constant threads across my journey – whether in media, hospitality, premium spirits, governance, or convening global leaders – are service, resilience, innovation, and impact. Each phase, with its own set of challenges and victories, has advanced both personal growth and the larger vision of building platforms, products, and policies that endure and inspire.

## What was your vision for creating iTV Network, and how do you define its mission?

When I founded iTV Network in 2007, my vision was to create a differentiated, credible, and authentic news ecosystem at a time when much of the Indian media landscape was marred by political bias and sensationalism. I aimed to serve the public with news rooted firmly in facts, presented clearly and without the noise that often clouds meaningful journalism. The intention was to build a platform that fostered clarity, direct engagement, and integrity – qualities that Indian media urgently needed. Through iTV Network, I have built one of India's most dynamic and comprehensive media ecosystems that truly embodies the spirit of “unity in diversity.” Our flagship channels – NewsX for English-speaking audiences, NewsX Global for international news coverage, and India News for Hindi viewers – serve as the backbone of our national reach, while our extensive network of regional channels in nine states like Uttar Pradesh, Uttarakhand, Madhya Pradesh, Chhattisgarh, Punjab, Himachal Pradesh, Jammu and Kashmir, Haryana, Rajasthan, and Gujarat ensures that local voices are heard and regional stories find their rightful place on the national stage.

Beyond television, we have five print publications – *The Sunday Guardian*, *Aaj Samaj*, *Daily Guardian*, *Business Guardian*, and *India News*, along with our robust digital presence through seven online platforms, creating a 360-degree media experience. With over 3,000 journalists and 25 bureaus across the country, iTV Network doesn't just report the news; we

shape conversations, bridge linguistic divides, and democratize information access. Our mission has always been to create a media landscape where every Indian, regardless of language or location, has access to credible journalism that informs, empowers, and connects them to the larger national narrative while celebrating their unique cultural identity.

Our mission has been encapsulated in the credo “News, Not Noise.” iTV Network is committed to:

- Delivering credible, independent journalism that prioritizes facts and promotes informed, balanced debate on issues shaping India and the world.

- Embracing innovation by launching national English and Hindi news channels like NewsX and India News, and pioneering the integration of AI-driven real-time analytics for precision reporting and enhanced audience engagement.

- Amplifying diverse voices and youth perspectives, exemplified by youth-oriented formats on NewsX, and by cultivating new media talent through initiatives like the iTV Media Institute.

- Expanding public service and social impact through editorial independence and social initiatives run via the iTV Foundation, which focuses on causes such as women’s rights advocacy, digital education accessibility, and community empowerment.

This expansive vision mirrors iTV’s mission to be a trustworthy, innovative, and socially responsible leader in the media industry. As one of India’s fastest growing independent news networks, iTV Network stands for integrity, technological innovation, inclusivity, and impact. Together, they shape not only national and global discourse, but also the frameworks of media ethics, policy innovation, and social responsibility.

#### **What led you to launch the NXT Conclave?**

Launching the NXT Conclave was the coming together of my experiences in media, policy, and entrepreneurship, shaped by my strong belief in India’s place as a global innovation leader. For years, I noticed that the world’s most influential conversations around technology, governance, and the future were often happening outside India, and frequently didn’t include or reflect our unique strengths and aspirations. I wanted to change that narrative, not just for the country, but for the region and the world at large.

With my background growing up in a family where public service and enterprise were always part of the conversation, pursuing my education at Oxford and King’s College London, and building iTV Network into one of India’s largest, most awards-rich news organizations, I learned first-hand the power of bringing together diverse people to drive impact. I’ve seen how collaborating across government, business, civil society, and technology can turn ideas into action. That’s the philosophy behind NXT: it’s a “do-tank” – not just a think tank. We wanted to create a platform where leaders, innovators, and policy-makers don’t just discuss solutions, but actually forge partnerships, test new technologies, and set the agenda for action. The inaugural NXT Conclave 2025 at Bharat Mandapam in New Delhi brought this vision to life in a way I had always

hoped for: we had Prime Minister Narendra Modi delivering the keynote, former global heads of state like Stephen Harper, Tony Abbott, and Ranil Wickremesinghe joining us, and Indian cabinet ministers leading sessions on technology, economic transformation, and youth innovation.

What made it truly special was the multidisciplinary participation: astronauts like Dr. Mike Massimino, physicists such as Brian Cox, entrepreneurs from India’s startup ecosystem, and global business leaders all in one place. We had 20 sessions on everything from AI and quantum computing to geopolitics and holistic health, with more than 120 countries represented, and content in 12 languages. Through live demonstrations and roundtables, this wasn’t just about thought leadership; it was about catalyzing real-world collaboration.

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For me, the NXT Conclave isn’t just an event; it’s a movement for the next decade – one that aims to make India not just part of the global conversation, but actually shape it. By leveraging the reach of my media network, my political experience as a Rajya Sabha MP, and the strategic partnerships we’ve built through NXT, I truly believe we’re laying the groundwork for a transformation that’s both homegrown and globally relevant. That’s why I started NXT and why I am committed to seeing it drive action and innovation, year after year.

#### **What attracted you to public service?**

My attraction to public service is rooted in a profound calling that goes beyond the realms of politics or duty; it is a journey toward weaving a larger tapestry of meaning and purpose for society. Growing up in a family where leadership was not just a role, but a responsibility etched deeply into our consciousness, I felt early on that true service is a commitment to the collective awakening and advancement of the community.

It is the art of nurturing possibilities where hope and action meet.

My time at Oxford and King’s College was not just education; it was a philosophical awakening to the interconnectedness of our world – the delicate balance where governance, innovation, and human aspiration converge. Public service, to me, is a sacred space where one becomes a custodian of this balance, a guardian shaping the future with wisdom, courage, and empathy.

Through my work in the media, I witnessed the power of stories to connect hearts and ignite change. Yet, I also saw that meaningful transformation demands stepping from storytelling into stewardship – where policies are not just written, but lived; where ideas are not just debated, but embodied. The Rajya Sabha has become that platform for me, a canvas where the brushstrokes of vision, dialogue, and action come together to paint a future that honors our heritage, yet boldly embraces the unknown.

Serving the public is an embrace of the paradox between tradition and innovation, between the individual and the collective. It is about being a part of a greater pulse, a shared humanity striving toward light and growth. In that sense, my journey isn’t just about politics; it is a philosophical voyage to foster a world where ideas meet impact, where leadership is a beacon guiding us toward a more just and vibrant tomorrow. This is the deeper essence that draws me to serve.

#### **What advice do you offer to young people beginning their careers?**

When advising young people starting their careers, I often emphasize the importance of embracing a mindset of continuous learning, bold experimentation, and purposeful collaboration. I believe the future belongs to those who don’t just wait for change, but actively create it. So, my first advice is to be curious and agile. The world is evolving rapidly with breakthroughs in AI, quantum computing, and other transformative technologies, and staying adaptable is key. Don’t be afraid to take risks, challenge conventional wisdom, and push boundaries.

Second, focus on building meaningful networks. Young professionals should seek out varied perspectives and form partnerships that amplify their impact. Collaboration is no longer optional; it’s essential for solving complex global challenges.

Third, anchor your ambitions in real-world impact. For young people, this means translating knowledge and creativity into projects, initiatives, or innovations that solve tangible problems and create value.

Finally, nurture resilience and a long-term vision. Your career will have uncertainties and obstacles, but staying committed to your purpose while remaining flexible will help you navigate them successfully. Remember, the goal is not just to build a career, but to contribute to a larger movement of progress and innovation.

In essence, my advice is to be a lifelong learner and collaborator who is fearless in action, rooted in impact, and committed to shaping the future. This mindset will empower young professionals to not only succeed, but also lead transformative change in whatever field they choose. ●