

Tata Sky Android Set-Top Box

An Android-based set-top box platform bringing smart TV capabilities to millions of Indian households.

ROLE Platform development lead	PRODUCT Tata Sky, now Tata Play
PLATFORM Android TV	DOMAIN Streaming · IoT

Context

An Android-based set-top box for Tata Sky, now Tata Play, that brought smart TV capabilities, including streaming, to millions of Indian households.

What I did

- Led Android-based set-top box platform development.
- Drove streaming features on the platform.
- Drove UI and UX features for the big-screen experience.
- Drove system performance work.

Results

10M+

users

Related: video platforms at Accedo

As Associate Product Manager at Accedo (2020 – 2021), which builds video experiences for media companies, I kept working on streaming products.

- Partnered with top OTT platforms (Netflix, Amazon Prime, Hotstar), doubling Accedo TV subscriptions through cross-functional collaboration.
- Improved platform usability by 25% and reduced errors by 15% through rigorous user acceptance testing.
- Launched a machine learning feature that predicts user preferences with 85% accuracy.
- Used Mixpanel and Google Analytics to drive decisions, and cut support tickets by 30% through user testing and iteration.

Tools & methods

Android

Java / Kotlin

Android TV

Streaming

IoT