



Executive Profile

Rahul Sharma, Co Founder
Micromax Informatics Limited

Mr. Rahul Sharma, Co Founder, Micromax Informatics Limited, is the driving force behind Micromax's commendable position in the Indian mobile handset market. Leading the Product and Sales strategies in Micromax, Rahul encompasses an enriching work experience of 13 years. The phenomenal growth of Micromax can be attributed to the dynamic leadership of Mr. Sharma. An unparalleled increase in revenue inflow further substantiates the *midas* touch that Rahul has brought to the company and an equally impressive growth of the company highlights the consistency of his leadership.

Rahul upholds the philosophy that we must create our own roadmaps rather than following others by imbibing innovative models tailor-made for our needs and expectations, and hence along with his peers – Rajesh Agarwal, Vikas Jain and Sumeet Arora, he scripted the success story of Micromax since its inception. It was Rahul's abetted efforts to convince his peers after nine years of selling computers, software courses and "fixed wireless" public phones (PCOs), to venture into the mobile handset industry in 2008, thus leading to the inception the fascinating feat in Micromax. Considering Micromax to be his brainchild, Rahul drew his greatest inspiration for the company to enter the mobile phone manufacturing business over a compelling incident of a chance encounter with a payphone operator.

Everything started with a truck battery in the year 2007. In the powerless village of Behrampur in West Bengal, Mr. Sharma saw an Airtel PCO being powered by a truck battery. Every night, the PCO owner would lug the battery 12 km to an adjoining village on his cycle, charge it there overnight, and lug it back to Behrampur in the morning. Rahul was fascinated by the nature of innovative adaptation to suit the difficult conditions which the payphone operator had employed and his interest only grew when he found out that to everyone's surprise, the operator was also able to earn a tidy sum of money. Based on this phenomenal experience of innovation arising from constraint, Micromax soon launched its first phone which had a battery back-up of one whole month. And from there started the grand journey.

This compelling story reflects Rahul's firm belief in the ideology, "Success comes to those who dare to dream." Keeping this central to all his endeavors at Micromax, Rahul made significant progress and went on to launch a whole gamut of phones, all designed to suit the ever-changing needs of the dynamic Indian market. Rahul takes great pride in investing all his energy and deep commitment to quality in improving the business performances of his organization. Passionate about being a catalyst for change in the lives of the people, Rahul is rare combination business acumen and a creative mind and is adept at leveraging his knowledge, skills and expertise to maximize people's potential. His leadership was instrumental in Micromax winning accolades and awards at prominent business forums. Micromax was the 'Emerging Company of the Year 2011' as per India's leading telecom magazine- Voice & Data. It also bagged the FIEO Telecom Technology Awards and Power Brands 360 Award, recently. In recognition of his achievements, Rahul was adjudged one of the Forbes Person of the Year 2010.

For the successful person he is today, Rahul considers his father to be his true inspiration in life, his real hero. It was his father who instilled in Rahul a strong work ethic, honesty, sincerity and humility. Besides being an entrepreneur, Rahul is a sports enthusiast with a passion for fast cars and Formula 1 racing. He spends his free time reading autobiographies of successful leaders. Rahul is a mechanical engineer by profession.