



#### **Executive Profile:**

#### **Rajesh Agarwal, Co Founder, Micromax Informatics**

Rajesh Agarwal, Co Founder, Micromax Informatics is a key force behind one of the largest mobile brand in India in terms of volumes. With an enriching experience of 22 years, Rajesh has orchestrated strategic accomplishments that, together with ground-up development, allowed Micromax to assemble a portfolio amongst the top-tier handset manufacturers that serve consumers across the globe.

Rajesh has been instrumental in advocating innovative product strategies, business restructuring and channel management as the building blocks to create a strong base for the organization over the past three years. Today, Micromax is the third largest mobile brand in India with a market share of 6.9% for the FY 2011. It jumped into the industry in the year 2000 as a software company when 3 of his friends- Sumit Arora, Rahul Sharma and Vikas Jain ventured together to script the success story of Micromax which then evolved as a mobile brand in the telecom space.

Under Rajesh's able guidance Micromax has achieved an enviable position in the category, making it the 12<sup>th</sup> largest mobile brand in the World, according to Strategy Analytics' Global Handset vendor market share report. Rajesh has also been instrumental in getting a lead investment of RS 400 crores (approximately US \$83 million) from TA associates, Sequoia Capital and Sandstone Capital, which has brought the company international experience and exposure.

For all the accomplishments that he knitted in his entrepreneurial journey, Rajesh upholds the Success Mantra: "Team work divides responsibilities and multiplies growth." Keeping this central to all his endeavors, Rajesh believes in striving towards the unreachable. 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, Rajesh was amongst the finalist of E&Y Entrepreneur of the Year 2010.

Inspired by Warren Buffett, Rajesh an electrical engineer encompasses from him the rich virtues of will strength, determination and risk-taking ability and applies them across all diversification and growth to emerge as a victor. An ardent outdoor sports lover, Rajesh shows keen interest in volley ball, cricket and table tennis. He is fond of travelling to new places and exploring different cultures. In his leisure he reads about successful leaders and draws inspiration through their ideologies.