



Rohit Kauntia

**Serial Entrepreneur | Business Coach
Happiness & Lifestyle Coach | Growth Coach**

Rohit Kauntia is a Director with Vidyut Insulation Pvt Ltd, a nearly 40 year old company, manufacturing tubular bags for lead acid battery plates. He's been involved with the company for over 18 years contributing towards upgradation, expansion, automation, JV and merger, customer acquisition, quality improvements and new product development

He's proficient with people's skills, growth planning & execution and has been involved with setting up a tea speciality café called Chai Pani, along with his partners. It had expanded to 6 outlets in Hyderabad until Covid. Pursuing his passion of mouth fresheners, Rohit ventured into making his own curated Mukhwas, called Khaas, which is a specialty blend of Dates and Fennel seeds. Khaas has been developed with a thought to reduce consumption of sugars, focus on health and taste, yet meeting the oral breath needs of people post consuming tea, coffee, meals, cigarettes etc. The mouth freshener has been so well received that luxury and reputed hotel brands like Taj, Marriott, Accor, Hyatt etc are now offering it to their customers. Furthermore, cinema chains like Miraj have started offering it, which will increase our reach to over 20 million customers pan India. A feather in the cap is finding our way into Indian Navy Canteens. This is a growing story with new additions on an ongoing basis.

While entrepreneurship and innovation have been Rohit's driving force, there has always been an urge in him to give back to society by sharing his learnings, experiences, and high spirits with all in need. This compelled him to pursue Happiness Coaching in 2019. He has done a Certification course in Happiness Studies from Happiness Studies Academy, a course designed by the renowned Professor Tal Ben Shahr, from Harvard Business School.

To add a more professional perspective in the journey and contribute in a more simplified and strategic way to an Entrepreneurs growth, Rohit hopped onto the Bloom Growth Bus and became a Growth Coach to help businesses simplify and prioritize processes.

This has been a highly enriching learning experience for him, especially for the change he intends to bring in others around him.

Rohit's also been involved in nation building activities through Young Indians, CII's youth wing, for over 17 years, where he's represented India at the G20 Young Entrepreneurs Summit several times.

His personal interests include spreading smiles, sports, poetry and travelling.

He's been married for 7 years and has been blessed with a girl and a boy.