

MOHIT KAPOOR

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SUMMARY

Visionary and transformative business leader, Mohit Kapoor has orchestrated digital revolutions contributing over \$100M annually by leveraging cutting-edge technologies across Digital including new-age technologies - Web 3.0 and AI. Renowned for his ability to scale innovations from concept to market leadership, Mohit's leadership at firms like Reliance Jio and Banglalink has disrupted traditional markets and set new benchmarks in digital excellence.

CORPORATE EXPERIENCE

Digital Business Director (Expat role)

Banglalink (VEON) | April '22 to present

- Engineered MyBL SuperApp utilizing the unique 6C Model (Connect, Consume, Care, Commerce, Courses, Community), which integrated a wide range of digital products and services into a single platform, enhancing user experience and digital convenience in Bangladesh.
- Launched the MyBL SuperApp, leading it to become the *No. 1 Lifestyle App (Google Playstore)* in Bangladesh, and tripled monthly active users (3.1Mn → 9.3Mn), quintupling revenue (2% → 10%+ of overall company revenues) within two years.
- Launched BLGPT in Feb, 2024 and positioned Banglalink among the earliest adopters of AI for All mission in the global telecom industry.
- Pioneered a digital transformation strategy that elevated digital recharge revenue to over 33% of total revenues.
- Recognized with a Global Innovation Award at VEON for outstanding digital integration strategies.

VP – Product and Business Leader

Jio Platforms | Sep '14 to present (7.5 years)

- Founded and led Apps Kiosk, a novel offline/local WiFi content store with patented technology, later acquired by Jio, demonstrating successful entrepreneurial exit and innovation.
- Engineered from scratch JioSwitch, JioDeals and JioAds business to US\$40 Mn annual revenues. Conceptualized and delivered Globally acclaimed and award-winning advertising campaigns – Unilever Ghar Se Career, Mondelez Wrapper that gives etc.
- Spearheaded strategic initiatives for Jio NewCommerce, establishing vital partnerships with over 250 brands, reflecting a strong command over B2B engagements and corporate governance.
- JioGenNext (Jio Start-Up Accelerator) Jury & Mentor. Mentored multiple startups through JioGenNext, guiding them towards innovation and successful scaling.

Director, South Asia

UTStarcom | 2005 – 2008 (3.5 years)

ACHIEVEMENTS

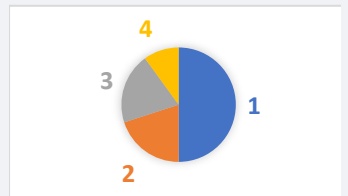
-Star Entrepreneurship

Award: Recognized with 'Star Entrepreneurship Award' (Indira International Innovation Summit) for pioneering contributions to tech. & entrepreneurship.

-Trailblazer of Innovation:

At 25 years old, became the youngest leader to assume the role of Country Manager at Global MNC, Alcatel setting a precedent for early leadership and strategic foresight.

MY TIME



1 Applying First Principles thinking to solve problems.

2 Developing 10x strategies and executing innovative product roadmaps.

3 Mentoring & coaching teams on growth hacking & unlearning outdated practices.

4 Enjoy making coffee, cooking for family & spending time with Muffin.

Delivered \$25M+ in annual revenues across RCom and other carriers in South Asia, demonstrating effective regional leadership and a deep understanding of the telecommunications landscape.

Country Manager, South Asia

Alcatel I 1996 – 2004 (8 years)

Established successful handset bundling partnerships, which significantly increased Alcatel's market share in Sri Lanka and Bangladesh, highlighting strategic market penetration and partnership management.

ENTREPRENEURIAL EXPERIENCE

Founder & CEO

Apps Kiosk I 2011 – 2014 (3 years)

Engineered and commercialized the world's first patent-pending offline/local WiFi content store, showcasing innovation, which was later acquired by Jio.

iAppster NDTV coverage: <https://www.youtube.com/watch?v=Kzig7Ck6X68&t=28s>

Founder & CEO

Goolel Technologies I 2008 – 2009 (1.5 years)

Built a mobile social network from scratch, rapidly growing to over 100,000 users in under a year, emphasizing my capability to connect and engage with community-driven projects.

SKILLS

- ✓ Leadership & Strategic Vision
- ✓ Product Innovation & Digital Disruptions
- ✓ Partnerships & Business Development
- ✓ Advanced Analytics & Emerging Technologies
- ✓ Financial Modelling & Business Execution Plans

EDUCATION

- Bachelor of Science, Punjab University, Chandigarh I 1995
- MBA, National University of Singapore, Singapore I 2009
- Future Thinking Course, Institute of Future Thinking, online I 2020

INDUSTRY TALKS & ARTICLES

<https://www.dhakatribune.com/business/324665/bangladesh-on-brink-of-an-eruption-in-digital>

<https://www.freepressjournal.in/business/jio-is-all-about-first-principles-thinking-says-mohit-kapoor>