**MOHIT KAPOOR CONTACT INFORMATION?**

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Place: Mumbai, India

**MOHIT KAPOOR CAREER SUMMARY?**

An accomplished Senior Digital Business Leader with an impressive track record of driving over US$ 100M in annual business through Digital Channels. My journey spans from playing a pivotal role at Reliance Jio, contributing to the telecom disruption in India, to leading digital transformation initiatives as the Digital Business Director at VEON (Banglalink). My expertise encompasses Web 3.0, AI and Industry 4.0, with a proven ability to spearhead technology and digital businesses from inception to market leadership.

Senior Strategy and P&L leader in corporate think tank of Reliance Jio, world’s largest data carrier and India’s largest TelCo with 430 Mn+ subscribers.

**MOHIT KAPOOR CORPORATE EXPERIENCE AND TIMELINE?**

Digital Business Director (Expat role), VEON (Banglalink) | April 2022 - Present

- Orchestrated a digital transformation that skyrocketed digital revenues to approx. 1/3rd of company’s total services revenues in under two years, marking US$ 150M+ contribution.

- Conceived and launched the MyBL SuperApp with First Principles based 6C strategy (Connect, Content, Commerce, Care, Courses, Community), positioning Banglalink as a digital leader in Bangladesh.

- Led the MyBL App to a threefold increase in MAU (3Mn 🡪 9Mn+) and a fivefold revenue growth (2% 🡪 10%+ revenue contribution) in under two years. MyBL SuperApp is now No.1 Lifestyle App in Bangladesh.

VP – Product and Business Leader, Jio Platforms | Year September 2014 – March 2022

- Created from scratch JioSwitch and JioAds, generating in excess of US$ 50M in annual revenues. On-boarded 100+ App companies to secure 25M+ app install mandates in 2 years (prior to Jio service launch) securing first ever revenues for Jio.

- Led group level strategic initiatives for Jio NewCommerce. On-boarded 50+ Agencies & 250+ Brands (across Industries) for JioAds. Set-up personalized relationships with Fortune 50 Brand’s CXO’s.

- Jury & Mentor at JioGenNext (Jio Start-Up Accelerator). From selecting promising start-ups as a Jury to mentoring them with successful fund raises and even exits. Sole initiator and Investment committee member at Reliance for US$15 Million acquisition of a logistics start-up Grab.

Director South Asia, UTStarcom | Year 2005 – 2008

- Delivered US$ 25M+ Annual Revenues across Reliance Communications and other carriers in South Asia breaking monopoly of LG CDMA devices.

- Product Management for Audiovox US devices business in the region managing devices Design Houses Giga Telecom & Pentech Curital, Korea and overseeing devices Quality control at Foxconn and other Contract Manufacturers in China.

Country Manager South Asia, Alcatel | Year 1996 – 2004

- Established successful handset bundling partnerships, leading Alcatel to a high market share in Sri Lanka (No. 1) and Bangladesh.

- In 2003 and early in his career Mohit disrupted telecom handsets industry in India, by appointing Dhoot’s Videocon as national distributor and signing a historic bundling deal with Airtel.

**MOHIT KAPOOR ENTREPRENEURIAL EXPERIENCE AND TIMELINE?**

Founder & CEO, Apps Kiosk | Year 2011 – 2014

- Pioneered the world’s first patent-pending offline/local WiFi content store, later acquired by Jio

Founder & CEO, Goolel Technologies | Year 2008 – 2009

- Established a rapidly growing mobile social network, acquiring over 100,000 users within a year

**MOHIT KAPOOR ACHIEVEMENTS, RECOGNITIONS, AWARDS?**

- At 25 years, became the youngest Country Manager/Product Head at a double digit Billion$ multinational corporation (Alcatel). Led Alcatel to market share leader position (Number 1) in Srilanka.

- Honoured with the ‘Star Entrepreneurship Award’ at the Indira International Innovation Summit.

- Recognized with an industry award at the Global VEON event at Istanbul for innovative digital integration.

- The local WiFi technology and business idea that Mohit pioneered in 2012 through his start-up Apps Kiosk is being scaled by various start-ups in airplanes, trains, cabs & other public hot spots now 10+ years later.

- Founder and Managing Committee Member of ICA (India Cellular Association), Invited to the board of MMA (Mobile Marketing Association) and Jio official representative at TAC (The Adverting Club), CII etc

**MOHIT KAPOOR SKILLS, KNOWHOW, EXPERTISE?**

- Leadership & Strategic Vision

- Product Innovation & Digital Disruptions through First Principles

- Partnerships & Business Development

- Advanced Analytics & Emerging Technologies

- Financial Modelling & Business Execution Plans

**MOHIT KAPOOR CORE STRENGTHS?**

Mohit’s Strategy and Thought leadership: Exceptional at crafting and executing forward-thinking strategies that catalyze business growth and digital transformation, underpinned by a deep understanding of market dynamics and technological advancements.

Mohit’s Relationships, Alliances and Partnerships: Adept at building and nurturing strong, productive relationships across all organizational levels, industries, and cultures, fostering collaborations that lead to mutual success and enduring partnerships.

In Jio, Mohit nurtured partnerships and personable relationships with CXO’s of 100+ large companies - Unilever, Mondelez, Marico, Coke, Colgate, ITC, Nestle, Nivea, RB, Exxon Mobil, Castrol, P&G, Pepsi, Britannia etc. Scaled operations and onboarded 250+ Brands on Jio platform.

He also on-boarded 50+ Agencies and Signed Strategic volume deals with Top 6 large advertising agency groups in India.

**MOHIT KAPOOR EDUCATION AN TIMELINE?**

- MBA, National University of Singapore, Singapore, Year 2009

- Bachelor of Science, Year 1995

- Future Thinking Course, Institute of Future Thinking, online, Year 2020

- Next MBA, online, Year 2022

**MOHIT KAPOOR PERSONAL INTERESTS AND PASSION?**

Passionate about applying first principles thinking to solve complex challenges. Enthusiastic about mentoring and coaching teams towards growth and unlearning outdated practices. A connoisseur of coffee and dedicated family time including cooking for boys, cherishing moments spent with loved ones and my pet, Muffin.

**MOHIT KAPOOR INDUSTRY TALKS, ARTICLES, VIDEOS, MEDIA LINKS?**

- Jio's innovative approach to First Principles Thinking:

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

- Banglalink’s approach to Digital Transformation in Bangladesh: <https://www.dhakatribune.com/business/324665/bangladesh-on-brink-of-an-eruption-in-digital>

- <https://youtu.be/1yLxJmF8jRk>

- <https://youtu.be/P1Daq6huhNY>

- <https://youtu.be/E9crDqbE8CQ>