

Rahul Sharma

Co-founder, Micromax Informatics Limited

Founder, YU Televentures Pvt. Ltd.

Rahul Sharma is the driving force behind Micromax, the 10th largest mobile phone company in the world. Under Rahul's leadership, Micromax's innovative product and marketing strategy has revolutionized the smartphone market in India. He has led the revolution of the democratization of technology for the masses by removing barriers for large scale adoption.

The phenomenal growth of Micromax can be attributed to Rahul's dynamism. As India claimed its position of being the second biggest smartphone market in India, Rahul's leadership has seen Micromax climb to the position of being the second largest smartphone player in India.

Rahul has an understanding of the market which enables him to offer **customized and affordable innovations to the Indian consumers**. His greatest strength lays in being able to pre-empt the ever evolving needs of the consumers, and being the **first one to offer** the most innovative and affordable solutions to address those needs. This desire of staying ahead of the curve by constantly raising the innovation bar has helped Micromax become the most popular consumer technology company in India. Rahul to his credit has pioneered **many firsts in Indian mobile phone market in India** with innovations like the 30-day battery backup, dual SIM phones, QWERTY keypads, universal remote control mobile phones, first quad-core budget smartphone etc. As they say, what followed is history as he proudly built India's leading handset brand that has worked passionately to directly address consumer needs through every new innovation.

Rahul takes great pride in investing all his energy in improving the business performance of his organization. Passionate about being a catalyst for change, Rahul is a rare combination of business acumen and a creative mind and is adept at leveraging his knowledge, skills and expertise to maximize people's potential. Under Rahul's leadership, Micromax Informatics Limited has been able to achieve its target of becoming a **billion dollar company** in FY 2013-14. The brand's product portfolio embraces more than 60 models today, ranging from feature rich, dual – SIM phones, 3G Android smartphones, tablets, LED televisions and data cards. Rahul along with his team closely looked at the consumer landscape in the country and decided to introduce the 'Canvas' range of smartphones which offered a unique amalgamation of superior technology with style. Canvas series has been a trend setter in the country with tremendous response from consumers which saw over 1 million devices sold in the first six months of its launch.

Rahul recently launched his new company YU Televentures Pvt. Ltd. which is a new age technology brand that strives to work with the community to create an ecosystem of connected devices. YU aims to provide an extraordinary product experience while offering differentiated services that delight the consumer.

An unparalleled increase in revenue inflow further substantiates the midas touch that Rahul has brought to the company. An equally impressive growth of the company highlights the consistency of his leadership. Rahul and Micromax have been consistently rewarded at some of the most prestigious awards like the **'Most Promising Company for the Next Decade' by CNBC Awaaz** and the **'Emerging Company of the Year 2011'**. In recognition of his achievements, Rahul was awarded **The Forbes Person of the Year in 2010**. He has also been awarded the prestigious **'GQ Man of the Year (Excellence in Business)' in 2013**, He was among the only Four Indians in Fortune Magazine's Global Power List of 2014- **Fortune's '40 under 40' list of 2014**. **These are just a few of the numerous awards and recognition conferred upon him.**

Today, Rahul has set his eyes to lead out to the global frontiers with innovative products that challenge the status quo that Innovation comes with a price. The brand has already made its way to the top three brands in SAARC and Russia markets. Micromax started its operations in the Russian market in January 2014, further planning to lead its way into other major markets in the world. With an in-depth understanding of rapidly changing consumer preferences coupled with the use of advanced technologies, Rahul has been able to differentiate Micromax from the competitors through consistent innovation and design.