

## **Vikas Jain**

### **Co- Founder, Micromax Informatics Limited**

Vikas Jain is the Co-Founder of Micromax Informatics Limited. With over 14 years of experience in international business & planning and the information technology sector, Vikas has played a crucial role in garnering and accelerating the business dynamics of Micromax. With his unique set of expertise in the telecom business dynamics, coupled with a great sense of innovative world scale business ideas, Vikas has successfully contributed in establishing the company's services and partnerships business.

Vikas upholds diligence and perceptiveness in all his endeavours and understands the fact that Micromax being a homegrown market has an edge over the rest when it comes to its international counterparts in terms of the understanding of the Indian consumer.

Prior to his entrepreneurial journey, Vikas was associated with renowned companies like TELCO, GE and Daewoo. An aggressive winning trait coupled with undying efforts of a likeminded team is what Vikas assumes to be the thrust behind Micromax's step to a successful pedestal.

Vikas espouses the fact that life is purely about passion and more about enjoyment. Anything that sets the adrenaline rushing excites Vikas. An ardent sports lover and an adventure person, Vikas loves badminton, cricket and snooker and activities such as parasailing, scuba diving and ocean walks. He is also passionate about fast cars. An avid traveller, Vikas has a fetish for Lebanese and Chinese cuisines. During his leisure time he loves listening to music and watching movies.

Vikas is an alumnus of Jamia Millia University from where he completed his engineering degree.