





## Vipen Malhotra

(President, Arya Omnitalk Wireless Solutions Pvt.Ltd.  
President & CEO, Arvind Ltd)

Vipen Malhotra is the President of "Arya Omnitalk", a 50: 50 JV between the Lalbhai & J M Baxi Groups and President & CEO of "Syntel Telecom", a division of Arvind Ltd. Vipen holds an Electronics Engineering & MBA degree from Chandigarh, Punjab University & has been a rank holder all through. Starting his career with Continental Device India Ltd., as a Field Sales Executive based at Ahmedabad in '80, Vipen rose quickly to become its All India Marketing Manager for the Grundig range of products in 1984. When he left CDIL to join Arvind Mills in 1987, he was one of the two men team managing the Grundig products business Division and overseeing Marketing, R&D, Procurement Planning and Business Development at CDIL. After joining Arvind as GM Operations for the Consumer Electronics business, he was appointed Vice President, Arvind Ltd. in 1991. He was also the driving force behind strategizing and implementing the exit of Arvind Mills from the TV Business. Vipen moved to Pune in 1992 to look after Arvind's fledgling Telecom operations. The Telecom Operation under his leadership has now become a dominant player in the chosen business of Mini-EPABXs for the SOHO, small and medium business enterprise (known to the customer as SYNTEL. Today Syntel is partnering NEC, Alcatel Lucent Enterprise, Cisco & Polycom for India & is now offering Unified Communication, Collaboration & Video Conferencing solutions for the SMBs and large enterprises 1997 also saw Vipen launching a Shared Mobile Radio Service (called PMRTS) in seven cities, in the name of Omnitalk. In 2002, he steered a merger with a competing player (Arya) and succeeded in not only becoming the dominant player in PMRTS business but also ended up doubling the operating margins for the merged entity. The new entity, Arya Omnitalk Wireless Solutions Pvt. Ltd also pioneered Mobile Data Solutions in India has established itself as a market leader in the GPS based vehicle tracking and Fleet Management business. The newest business in Arya Omnitalk's portfolio is Toll Automation & Highway Traffic Management Systems where the Company has established a track record of implementing Toll automation solution for over 300 traffic lanes.