

Narendra Bansal

Chairman & Managing Director Intex Technologies (India) Ltd.



A first-generation entrepreneur known for his irrefutable business acumen, Narendra Bansal is the founder and CMD of Intex Technologies (India) Ltd.

Narendra Bansal identified the high growth potential of IT hardware in India way back in 1990's at a time when the manufacturing of IT products was limited. Keeping India's evolving market scenario in mind, he incorporated Intex Technologies in 1996 with just one product Ethernet card. With his strong business acumen, high vision and persistency, Narendra Bansal successfully established a new brand 'Intex' in the market against a backdrop of stiff competition from various MNC brands that ruled the roost.

Over the years, Narendra Bansal has built the company's brand image with recognition of the immense potential in the mobile market, and his profound market insights have taken Intex Technologies to the stallion as a leading player in the handset and consumer durables market today.

His visionary leadership, technology insights and operational expertise have changed the face of Intex as India's grooviest youth-centric brand, strengthened its culture of innovation, pushed the company into newer markets, and extended the brand's product portfolio and global reach.

Under the auspices of Narendra Bansal's strategic business decision-making, hands-on management style and participative approach to leadership, Intex clocked a turnover of more than Rs. 2000 Crore in FY 2013-14 – a phenomenal 100% growth over FY 12-13. The company's mobile vertical alone has grown by more than 300 percent from the year before and is considered as a future growth driver.

Narendra Bansal's leadership was instrumental in getting Intex accolades and awards from various prominent forums in its capacity as a torchbearer of the IT industry. He is a chartered member of TiE (The Indus Entrepreneurs) and participates actively in various clubs including the Rotary Club.

Narendra Bansal diligently practices yoga and meditation, which he believes are helpful judicious balance between business, family, friends, health and spirituality. He is also a humble initiator of several philanthropic and charitable endeavors.

Keshav Bansal

Director, Marketing Intex Technologies (India) Ltd.



As Marketing Head, Keshav is responsible for planning, development and implementation of all of the marketing strategies of the organization. In his role, he continues to ensure articulation of organization's desired image and position that further enhance the brand with both internal and external constituencies.

Keshav has been honored with 'Young Entrepreneur of the Year 2013' award by NCN Magazine for enhancing the brand image of Intex with his persistence dynamism and entrepreneurial streak.

Armed with business degrees from prestigious institutes like Manchester Business School and Bradford University, Keshav applies his insights, experience and expertise to the cause of carrying the Intex vision forward and strengthening its legacy as a key consumer technology player that empowers the youth. Keshav has driven various strategic and product-level go-to-market strategies, including many 360-degree marketing campaigns that have involved collaborations with Bollywood doyen Farhan Akhtar and superstars of South Indian film industry, Sudeep and Anushka Shetty.

An innovative and young individual, Keshav's believes in a 360 degree approach to marketing that involves campaigns based on integrated offline and digital strategies. He has been pivotal in driving a stronger research based culture in the organization, where market research and consumer insights have become an integral part of company's rollout of innovative product offerings.

An advocate of physical fitness, Keshav is a state level squash player. He also enjoys swimming and adventure sports like skydiving. Keshav believes that his passion towards fitness helps him operate at his best level at all times.

Nidhi Markanday

Business Head – Consumer Durables and IT Accessories Intex Technologies (India) Ltd.



Nidhi Markanday heads the company's Consumer Durables and IT Accessories (CDIT) division at a pan-India level. Equipped with 15 years of extensive experience in strategic business planning, marketing, sales and channel development, Nidhi has played an integral role in transforming the consumer durables and IT accessories division to a significant revenue driver for the company.

In addition to her current role as the head of CDIT, Nidhi oversees Intex' logistics and retail operations, closely monitoring all purchasing plans and activities in line with the organization's marketing goals and overall business objectives. Armed with a degree in office management from YMCA, Nidhi joined Intex in 2001 after a two-year stint as a coordinator with a health insurance company, E-Meditek Solutions.

Having been with Intex for more than 12 years, Nidhi is also instrumental in identifying promising new channel partnerships and strengthening distribution networks. Over the years, Nidhi has effectively groomed her team and is able to drive a judicious balance between strategy and deadlines-based execution as a part of her core approach to collaborative and visionary leadership.

Nidhi believes that every person has a unique story to tell. In her spare time, she enjoys traveling to exotic locations, absorbing different cultures and developing sustained relationships with people from different walks of life.

Atul Jain

Senior GM- Finance and Accounts Intex Technologies (India) Ltd.



Mr. Atul Jain is the Senior General Manager of the Finance and Accounts division at Intex Technologies and has been associated with the company for the past three years.

Inducted as a board member in July 2013, Atul is responsible for Intex's Finance, Tax, Internal Audit and Legal functions across the India region, and is a Director on the company's Board.

Atul, who is a fellow member of Institute of Chartered Accountants of India, brings with him an enriching experience of more than three decades in the business. He has held responsible positions in blue-chip companies functioning across multiple sectors including textiles, consumer goods and pharmaceuticals. In his spare time, Atul revels in the pleasures of reading and absorbing the essence of different cultures through his travels.