



Aparup Sengupta

Managing Director & CEO

Aparup is a serial Entrepreneur and has been in the IT/BPO industry for the past 22 years. He started his career at CMC Limited (ex- IBM), India's premier software development and System Integration firm and played a leadership role in some of the landmark IT deals in Defense and Manufacturing segment.

Aparup left for US under an ambassadorial scholarship to the United States in 1994 and was exposed to the American business, Academics and Cultural life that included Harvard University and Northwestern University. Thereafter he joined Microland (the company that pioneered networking and Inter-networking in India) and led several initiatives in Business Process Re-engineering.

In late 1997 Aparup started the Asia Pacific Operations of Ionidea (www.ionidea.com). As the CEO of Ionidea he nurtured the company in several directions, both in the services space and Product development. Aparup created one of the first multicultural, multi-nationality software and development capabilities in India for the Ionidea group.

In early 2000 Aparup founded 24/7Customer.com (www.247customer.com), India's leading CRM service delivery organization and migrated several Fortune 500 Programs into India in the Telecom, Banking, Retail, Hospitality and Technology segments. In August 2001, Aparup founded Think Harbor, a Consulting company focused on the BPO enabling space and worked with several corporations in India, UK and USA to transition their practices into efficient geographies like India and Philippines. Aparup sold Think Harbor to GTL (www.gtllimited.com) and relocated to New York for a 2 year stint as their CEO for BPO and IT Services.

Aparup came back to India to spearhead the BPO initiative for Essar group as the Managing Director and CEO of Aegis. At Aegis Aparup engineered a spectacular growth story interwoven with organic and inorganic wins. From less than \$60 million revenues, his focus, vision, and determination have made Aegis a \$600 million company in less than five years. Under his guidance, Aegis completed 14 successful acquisitions in a short span of 4 years, resulting in larger than expected returns and an attrition rate of less than 2 percent at the top management. Given that only 30% of all M&A's are successful, Aparup managed this impressive feat on the basis of his uniquely crafted principles that combined the scientific examination of choice and motivation with the subjectivity of cultural integration. These principles are the Aegis *Five 9s*, *E2C*, and the Aegis *VIEW*. Today Aegis is a global player with more than 39,000 employees and annual revenues of approximately \$600 million.

Aparup epitomizes a legacy of sterling professional experience in the ITes domain. He has been the Lead Assessor and Member of the Jury of the CII Business Excellence Award, equivalent to the Malcolm Baldrige award in US and Deming award in Japan. He was also nominated as an Advisor to Benchmark Portal, an affiliate of the CCDQ at the Purdue University that evaluates Call Centers.

Leader Profile

Aparup also served as the Chairman of the BPO Steering Committee of ASSOCHAM, India's leading commerce and industry forum. For his role, Global M&A awarded Aparup the Corporate Dealmaker of the Year award for delivering strategic value by successfully executing mergers and acquisition. Likewise, NASSCOM recognized Aegis with the Business Innovation award for unique growth strategy.

Aparup contributes frequently as an author and speaker at several industry forums across the world. His articles regularly feature in the Wall Street Journal, amongst others. Aparup holds a Bachelor's Degree in Engineering from BE College, Kolkata, and has participated in several post-graduate leadership programs at institutions like IIM Calcutta, XLRI Jamshedpur and Portsmouth University, UK. Aparup is currently the Managing Director and CEO of Aegis business group and also serves as a member of the board. Aparup is also a member of the Global Management Committee of Essar Global.