

Ashish Kapoor comes with over two decades of experience in the Indian telecom sector. In the past, he has worked with companies such as BPL Mobile, Bharti Airtel and Nokia Networks. He set up Vedang Cellular Services Private Limited in June 2010 and has been leading the company as its director and chief executive officer (CEO) ever since.

His passion has helped Vedang grow into an over Rs 1 billion revenue generating organisation, with a base of over 1,800 employees. Under his leadership, the company's business has picked up in volume and Vedang has become a preferred partner for all its customers. "Engaging with customers right from project inception to field trials, from scope creation to execution while ensuring highest quality standards has been the hallmark and differentiator of our company," says Kapoor.

In October 2017, Quess Corp Limited acquired a majority stake in Vedang, and Kapoor reminisces this as his proudest accomplishment to date. "I have always wished to take Vedang to greater heights and the support of a strategic investor like Quess Corp was required to take that leap of faith," he says.

He believes that with convergence of new technologies, most of the telecom companies have set out on a mission to reinvent their business models and go beyond the mere provisioning of connectivity.

Understanding the very quintessence of these emerging technologies while they are still new and implementing them in real-time applications is what most of the telecom companies are currently striving to do.

Vedang Cellular, on its part, has taken steps to broaden its product portfolio. It is working on forming alliances and partnerships with leading global suppliers to roll out new technologies to enhance network quality for telecom operators in India.

Kapoor is a telecommunications engineer and holds an MBA from SVKM's Narsee Monjee Institute of Management Studies. As for his management style, he trusts his core team to uphold the company's values while executing projects. "As a leader, remaining calm in tough situations is important," he says.

He loves spending time with his wife, Harsha, and their son. She has been his pillar of strength and the driving force during his entrepreneurial journey. “It is with her that I discuss the key concerns pertaining to my business, almost on a daily basis. Her positivity and calmness help me in relieving my anxiety and stress levels,” he adds.

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