



Mr. Narendra Bansal Honoured for His Outstanding Contribution to Mobile Industry by CEAMA

- Industry body conferred the honour in recognition of his achievements and being the torchbearer of the industry

New Delhi, December 20, 2016: Consumer Electronics and Appliances Manufacturers Association (CEAMA), the apex industry body for the Appliances and Consumer Electronics (ACE) industry, has honoured Mr. Narendra Bansal, Chairman & Managing Director of Intex Technologies for his 'Outstanding Contribution to Mobile Industry'. This award was conferred upon him for his achievements and for being the torchbearer of the industry for the last two decades.

The award was conferred by **Shri P. P. Chaudhary, Hon'ble MoS for Law & Justice and Electronics & IT, Government of India** at CEAMA's 37th Annual function, held in New Delhi recently.

Graciously acknowledging the award, **Mr Narendra Bansal, CMD, Intex Technologies** said, "I am deeply humbled at being considered worthy of this coveted Award, by an institution (CEAMA) that has for nearly four decades been the voice of our industry. I believe in the spirit of entrepreneurship and the last two decades have been a roller coaster ride with lots of learning. I see India and the youth of the country have a great potential that needs to be harnessed and I am sure it will unleash its force in times to come."

A first-generation entrepreneur known for his irrefutable business acumen, Mr. Narendra Bansal incorporated Intex Technologies (India) Ltd. in 1996. Under his leadership, Intex, which started as an IT peripherals enterprise has transformed into a full-fledged Consumer Durables, IT Products and Mobile Phone company having a \$950 million (INR 6400 crore) turnover and a strength of 11,000+ employees across India. Basis his vision and business acumen, in 2007, Intex became the 1st Indian company to foray into the mobile handset industry and under his stewardship, Intex ushered the Make in India strategy in 2004 with its first manufacturing plant in Jammu. Today Intex has 5 plants across 3 states.

Consumer Electronics and Appliances Manufacturers Association (CEAMA), is an all India body representing the INR 45,000 Crore Consumer Electronics and Durables Industry. With around 100 members & a strong foothold since the past 36 years, this non-profit organization constantly strives to look after the common interests of its members, for sustainable growth in the sector. CEAMA acts as a catalyst in the promotion of Industry, Trade, Technology and Entrepreneurship.

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