

# **Intex appoints Shantanu Das Gupta to strengthen Consumer Durables Business**

<http://www.dqindia.com/intex-appoints-shantanu-das-gupta-to-strengthen-consumer-durables-business/>

In line with the Company's continued effort to strengthen and professionalise its management for achieving accelerated growth and business excellence, Intex Technologies, one of the leading consumer electronics major, has appointed Mr Shantanu Das Gupta as Senior Vice President to strengthen its Consumer Durables Business.

A veteran from the consumer goods industry, Mr Das Gupta brings with him over 34 years of rich experience in Sales, Marketing, Service, Public Affairs and PR. A Law graduate from the University of Delhi, he has worked with organizations like Reckitt Benkiser, Hindustan Unilever and Whirlpool in the past.

Extending a warm welcome to Mr Das Gupta, Mr. Narendra Bansal, Chairman and Managing Director, Intex Technologies said, "We are pleased in having Mr Das Gupta amidst us and are certain that his vast experience will go a long way in contributing to the growth of the Consumer Durables and IT Peripherals business and also in strengthening the processes and systems in areas like product delivery and services".

Prior to joining Intex Technologies, Mr Das Gupta was part of the leadership team at Whirlpool India where he held the positions of Vice President (VP) Consumer Services, VP Marketing and VP Corporate Affairs & Strategy. He was the company's spokesperson and the primary interface with all external stakeholders, such as industry bodies, media, investors and government. He was also responsible for various initiatives in the field of CSR and Sustainability.

Mr Das Gupta said, "It will be my pleasure to work with the young & experience team and contribute to the growth of the Consumer Durables business at Intex. My experience and knowledge in the field will definitely hold me in good stead in my new role. I look forward to a new beginning!"