

Intex names Madhuri Dixit as brand ambassador for consumer durables

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Mobile phone maker Intex has hired Shantanu Dasgupta as senior vice president of its consumer durable business, which is set to make up half of the company's revenue by 2017 end. Dasgupta used to be Whirlpool's vice president of corporate affairs and strategy for South Asia.

The company has also signed Madhuri Dixit as a brand ambassador for consumer durables, primarily washing machines.

Narendra Bansal, chairman of Intex Technologies, said the company will hire more senior professionals to help spur growth. For the year ended March 2016, the company clocked revenue of Rs 6,286 crore, up from Rs 3,677 crore in the year before.

The developments come as Intex prepares for a public listing. The company is reportedly planning an IPO to raise Rs 500-700 crore. It has appointed Axis Capital and Edelweiss as merchant bankers for the issue.

The company faces challenges in smartphones, which comprise three-fourths of revenue. Apart from competition from Indian and Chinese companies, several senior executives have left recently.

Sanjay Kalirona, the company's head of mobile business quit to move to lesser known rival Zen Mobile as chief executive officer, while product head Sudhir Kumar joined African mobile phone giant Transsion Holdings' Itel brand that made its India entry recently. General manager Deepak Kabu recently quit to join new entrant Ziox Mobiles as chief executive officer.