

Intex Technologies appoints Shantanu Das Gupta as Senior Vice President; aims to strengthen consumer durables biz

<http://www.financialexpress.com/industry/companies/intex-technologies-appoints-shantanu-das-gupta-as-new-senior-vice-president-aims-to-strengthen-consumer-durables-biz/323547/>

To accelerate its consumer durable and IT Peripherals business, Intex Technologies has appointed Shantanu Das Gupta as Senior Vice President.

Prior to his new assignment, Shantanu Das Gupta held position of Vice President (VP) Consumer Services, VP Marketing and VP Corporate Affairs & Strategy at Whirlpool India. Gupta brings with him over 34 years of experience in diversified fields like sales, marketing, service, public affairs and PR.

"We are pleased in having 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", said Narendra Bansal, Chairman and Managing Director, Intex Technologies.

Shantanu Das Gupta said that his experience in the field will help him in accelerating the company's growth.

"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!" said Gupta.

Shantanu Das Gupta is a Law graduate from the University of Delhi and has worked with various organisations which includes Hindustan Unilever, Reckitt Benkiser and Whirlpool.