



**Aparup Sengupta**  
**Managing Director and Global CEO**  
**Aegis**

Aparup is a serial Entrepreneur and has been in the IT/BPO industry for the past 23 years. He started his career at CMC Limited (ex- IBM), India's premier software development and System Integration firm and played a leadership role in some of the landmark IT deals in Defense and Manufacturing segment. Thereafter he joined Microland (the company that pioneered networking and Internetworking in India) and led several initiatives in Business Process Re-engineering.

In late 1997 Aparup started the Asia Pacific Operations of IonIdea and in early 2000 he founded 24/7Customer.com, India's leading CRM service delivery organization and migrated several Fortune 500 Programs into India. In August 2001, Aparup founded Think Harbor, a Consulting company focused on the BPO enabling space and worked with several corporations in India, UK and USA to transition their practices into efficient geographies like India and Philippines.

Aparup came back to India to spearhead the BPO initiative for Essar group as the Managing Director and Global CEO of Aegis. Under his guidance, Aegis completed 16+ successful acquisitions in a short span of 5 years, resulting in larger than expected returns and an attrition rate of less than 2 percent at the top management.

Aparup epitomizes a legacy of sterling professional experience in the ITeS domain. He has been the Lead Assessor and Member of the Jury of the CII Business Excellence Award, equivalent to the Malcolm Baldrige award in US and Deming award in Japan. He was also nominated as an Advisor to Benchmark Portal, an affiliate of the CCDQ at the Purdue University that evaluates Call Centers.

He currently also serves as the member of NASSCOM Executive Council 2011 – 2013.