

# Chirag Mehta

**CEO & Managing Director**

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Mr. Chirag Mehta is a graduate in B.E. Electronics and Telecommunication Engineering from L.D. College of Engineering, Ahmedabad. (1984)

Belonging to a family of entrepreneurs, Chirag Mehta joined his family business Elecmech Group after his graduation. Elecmech Group manufactures Electrical and Electronic control panels and is managed by 11 engineers from the family (8 Electrical & 3 Electronic engineers). Following the tradition of excellence from the beginning Chirag brought in smart marketing strategies, dynamic operational methodologies, new generation HRD and strengthened the brand value of Elecmech Group during his stint from 1984 to 1996.

## **Past Ventures: IceNet as and Internet Service Provider (ISP) : 1997 to 2007**

In May 1997 Chirag Mehta floated his dream venture IceNet. IceNet remained largest and no 1 ISP in Gujarat during its decade long tenure. Chirag Mehta regularly sourced emergent technologies from the world's technology capitals and converted them into surprising internet breakthroughs. Every new effort empowered the Internet citizens. IceNet Brand enjoyed top of the mind brand recall in the field of Internet during its 10 year tenure and was perceived as a leader, innovator and always first in Internet segment in Gujarat.

IceNet was first to introduce Digital technology in Internet, 24online -Internet on Cable, IceGate - Internet International Gateway, IceTel – Prepaid Internet Telephony Cards, Wi-Fi Metromesh outdoor networks. Soon, the success of IceNet drew a lot of large and established business houses wanting to take over the business. While the negotiations continued, the final round was won by You Telecom, a company owned by CVCI- Citibank's venture capital arm. When all ISPs were struggling to survive this goes on to show the credibility that IceNet had garnered on the basis of its excellent systems, quality focus and high caliber employees and partners.

**Ahmedabad Management Association has honored Chirag Mehta with prestigious “Marketing Man of the year 2003 “Award in recognition of creation of Brand IceNet**

## **Current Venture: IceNet as a KPO (Knowledge Process Outsourcing): 2007 onwards**

Focus Area: Technical Support Outsource & Engineering Design Services Outsource

Chirag understands that the next generation companies in USA and Europe will have little time to focus on their non-core activities as competition heats up. Hence a lot of these companies will begin outsourcing Technical Support of their IT systems to offshore companies that specialize in the same. Recognizing the gap that exists in the market for such outsource partners, Chirag has focused on this KPO. Again, mark of a true visionary at work.

Similarly Engineering Design Services Outsourcing (US \$ 110 Billion opportunity) is another large area which is opening up to India and is a potentially high value market. Having spent 15 years of life in Engineering field he is fully geared up to encash this opportunity

Chirag's exposure in Engineering and IT coupled with his entrepreneurial skills will play a critical role in the transition and success of this venture.

### **Positions**

- CII- Chairman ICT Committee
- Education Campus Changa: Board of Directors
- Kadamb school of Dance - Trustee
- ISP Association of Gujarat - Past President
- ISP Association of India - Past Executive Committee Member
- AMA - Past Executive Committee Member
- AISEC- Past Board Member
- Guest Lecturer @ Nirma University, L.D. Engg College, many other colleges, organizations and conferences

### **Personal**

On personal front he keeps enviable work home balance. Chirag has deep interest in Indian Classical Music shared by his wife and son. He plays Tabla and is trained in Punjab Gharana. He spends his leisurely time penning Gujarati poetry. Food, Clothes & Traveling are his personal passions and he has traveled extensively to All corners of the world like USA, UK, Europe, Singapore, Hongkong, Bangkok, Manila, Japan, Africa, Egypt, Mexico, Cuba.

Chirag, a born dreamer believes **"There's one good thing about being lonely at the top, it gives you time to dream"**