

# Vijay Jain

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Personal/Group Company Websites- www.vijayjain.com | www.astute.group | www.m-adcall.com

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## PROFESSIONAL PROFILE & PERFORMANCE HIGHLIGHTS

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### CXO | VP/Head of Product | BU Head

(Technology Product Development | Ad-Tech | Mobile Wallets | Fin-Tech | Ed-Tech | Content Aggregator Apps)

- ❑ Accomplished Founder CEO and Technology Business Leader backed by over two decades of strong experience **delivering award-winning mobile technology products for clients across Mobile, Digital and IOT in India, APAC, Middle East and the USA.**
- ❑ **Founded Astute Group of companies from scratch in 2003 and quickly positioned it as one of India's finest mobile/digital product development companies.**
- ❑ **Build India's first innovative FinTech- Early Salary** (Instant Loan Platform). Enabled end to end digitised loan approvals within seconds. **Enabled multiple fund raises making the startup amongst the most successful in India.**
- ❑ **Built IOT, AI & ML & Cloud-based automation** for Electric Utility Companies
- ❑ **Introduced India's first mobile wallet in the form of m-AdCall sponsored ad wallet (even before PayTm)**  
Disbursed 150 Cr+ in cashbacks in the form of telecom recharges between 2012-2016. Applied for patent
- ❑ Built products and services catering to Fin-Techs (NBFC), Ed-Techs Mobile Apps, Content Aggregators, Ad Network, Ad Wallets, Energy and Ed-Tech domain. Built Start Up Incubators, Advisory and Consulting.
- ❑ **Generated Zero to 80 Cr+ recurring annual revenue for telecom operators.** Added subscribers from zero to Million+ users consuming VAS content daily. **Boosted Mobile OEM sales from few million to 20M+ in a year.**
- ❑ **Built & managed Game Store with in-App purchase for Bakrie Indonesia with Electronic Arts** (ESIA GameStore).
- ❑ **Developed & deployed 7000+ mobile apps & games across Telecom operators, content owners & Mobile OEMs.**
- ❑ **Build & Managed Telecom App Stores – TATA Dive-In & MTS Planet. Developed Music Store & Streaming App –** Hungama My Play, MTS Music Planet
- ❑ **International experience working in Japan for NEC. Launched Japan's first mobile TV Phone FOMA**
- ❑ **Key Client Brands Worked with-**Tata Teleservices, Qualcomm, MTS (Siestema Shyam), Reliance Communications, Micromax, GroupM, Bombay Stock Exchange, Coca-Cola, HUL, EA Games, MP Govt Electric Utility, Hungama Digital Media, Bakrie Telecom, CityCell Bangladesh, Samsung, Nokia, Karbonn, Lava, Voot, Videocon, Virgin Mobile etc.

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## KEY SKILLS/CORE COMPETENCIES

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- **Key CEO/CXO Level Leadership Experience-** P&L | India/APAC/Middle East Level Business Development Product Development | Operations | Finance & Budgeting | Project Management | Alliances & Partnerships Fund Raising | Contract Negotiations | Startup Fund Raising & Product Development
- **Technology & Product Leadership-** UI/UX | Product Architecture | MVP | Cloud (AWS, Google Cloud)| Bitrix | PowerBI | JIRA | Python | Java PHP | J2ME | BREW | Databases (MySQL, Oracle, SQL Server) | Cloud Computing
- **Consultant for Start-ups -** ITES, AWS, Server integrations, Database Architecture, Video on Demand et al
- **Designed UI for OEMs, Mobile Games, Digital Content, Video Content Platform, Video Ad Platform, Ad Network, Wallet, Payment Gateways, Data Analytics, Dashboards, Data Handling, Bank Loan App and more**
- **Key Specializations-** Telecom, Content Creation, Gaming, Fin-Tech, Electric Utility, Ed-Tech and Ad-Tech domains and consulting companies in 10+ different domains with a sound business acumen. Core strength in product architecting

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## KEY AWARDS & RECOGNITION

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**UKTI Award: Government of United Kingdom | IMAI - Best Start-Up of the Year (m-AdCall)**

**National Excellence in Mobile VAS Category: Government of India**

**Qualcomm BREW Diamond Award:** CDMA Innovator 'Out of Box Application'

**Qualcomm BREW Award:** Best Business Application 'BSE Portfolio Tracker'

Reliance Mobile Developer Award: Best JAVA Application | **Nominated by AT&T:** CTIA Awards- 'Preschool Education Apps'

BREW Awards Finalist: **Best Public Service- 'Fisher Friend'** / Best Entertainment Application - 'Sacred Sight'

**Qualcomm Social Initiatives-** 'Life Savior App' (**amongst top global 10 apps**) | JES India Award: Best Excellence in Engineering

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## PROFESSIONAL EXPERIENCE & SELECT ACCOMPLISHMENTS

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**Group Founder & Technical Director | Astute Group of Companies, Indore (MP) Aug 2003 - Present**

### KEY MOBILE & TECHNOLOGY PRODUCT DEVELOPMENT ACCOMPLISHMENTS

#### EARLY SALARY- INNOVATIVE INSTANT LOAN PLATFORM, BASED ON NEW SOCIAL CREDIT SCORING

- ❑ Developed Instant Loan against Salary Fin-Tech App and enabled Early Salary to raise three rounds of investments from top tier VC's. Early Salary is currently amongst the most successful Fintech startups in India.
- ❑ Key features- eKYC on the app, easy loan apply, Instant cash transfer facility 24 x 7.
- ❑ Built new way of calculating credit score. Used custom algorithms to calculate risk assessment on the fly.
- ❑ Opened up APIs for third party partners ensuring fast integration of new features.

#### ED-TECH PLATFORM FOR LAW EDUCATION

- ❑ Architected and launched complete Ledx Legal Learning app platform complete with Cloud deployment and server level optimization. Achieved 500+ students daily enrolment on the platform.
- ❑ Enabled live Video Streaming for online student interactivity, and ability to Create, Manage and Sell the courses online.
- ❑ Key features- Interactive content development platform, LMS, Payment integration, dashboards etc. logins for Mentors/Teachers to create own interactive courses, student logins to check performance

#### IOT & CLOUD-BASED AUTOMATION OF ELECTRIC UTILITY'S SUBSTATION - CBISM

- ❑ Developed IOT & Cloud-based electric substation automation solution for MP Paschim & Madhya Kshetra Vidyut Vitran Company. Enabled complete wireless connectivity between all the devices and panels
- ❑ Won & executed the 10Cr+ tenders on first year of launch and 20+cr tenders in pipeline. Received successful exit.

#### INDIA'S FIRST SPONSORED WALLET – M-AdCall

- ❑ Launched one of India's most innovative ad sponsored wallet app with Tata Teleservices, Micromax, MTS & Idea Cellular. Provided wallet cashback when users watched online video ads on mobile phones.
- ❑ **Won strategic partnership with Group-M.** Inclusion of top brands - Coke, Google, Samsung, Star, Goibibo, Nissan, HTC, etc. on M-AdCall. Won Best Start-up of the Year Award.
- ❑ Boosted device sales from a few thousand crores to 8500 Cr. for Micromax.
- ❑ Gained 20M+ loyal customers in a very short time span. 150 million video ad views in a year.
- ❑ Enabled 150Cr.+ worth of cash back transactions in the form of telecom recharge between 2012-2016

#### APP STORE (ON DEVICE PORTALS) FOR TELECOM OPERATORS

- ❑ Launched App Stores (i.e. App & VAS Store) for Telecom Operators. Achieved 80Cr+ GMV annually for Operators.
- ❑ Built App Stores with Pay per Content billing, Subscription billing, In-App Purchase even on very basic feature phones.
- ❑ Built Largest Music Content app store and in-app music & video player developed for Hungama on all platforms with features to track user behaviour and suggest best music as per user preferences.
- ❑ Built unique game portal with In-App purchase power first time in any app store for Bakrie Telecom Indonesia with tie-up with Electronics Art (EA). Enabled purchase and play of EA Games in-App with different subscription price levels.
- ❑ Developed 500+ branded Movie and IPR-based Games for HUNGAMA including top blockbuster Bollywood movies. Deployed across all telecom operator stores in India and Asia. Created fan clubs, movie promotion apps, engagement with fans, live chat with movies' cast, different movie-based contests, Meet & Greet with Bollywood Stars.
- ❑ Built and deployed Devotional Mobile Apps for all Indian religions including live darshan, virtual tour etc.

- ❑ Worked on own video codec and enabled video and high data consumption features on very low-end devices
- ❑ **Key Client brands worked with-** Tata, Qualcomm, Reliance Communication, MTS, Coke, GroupM, BSE, Bakrie Telecom, Du Telecom, Citycell, Idea Cellular, EA Games,

**ADDITIONAL KEY SUCCESSFUL THIRD MOBILE APP PRODUCT DEVELOPMENT DELIVERED**

- ❑ Conceived and delivered live BSE stock data feed on mobile devices in partnership with BSE and Tata in 2004 via the BSE Portfolio Tracker. Key features- create own portfolio, set alerts on individual shares' price point etc
- ❑ **Developed Fisher Friend app with Qualcomm.** Enabled fishermen find potential fishing zones with live satellite data. Offered weather forecasts, GPS location based danger/disaster alerts etc. Bagged several global awards.
- ❑ Developed and managed Hindi News Portal ghamasan.com
- ❑ Developed digitised mobile app for stockbroker Arihant Capital with bank, trading, account opening integration.
- ❑ Developed more than 5000+ games and apps on big brands of Bollywood, Gaming, Devotional apps, Music and Video entertainment apps, Utility apps and more for brands- Samsung, Hungama, Sony, Nokia, Bada, Tata and more.

**R&D Head & Lead Consultant | NEC Systems & IAP Japan**

**Mar 2002- Aug 2003**

Hired by IAP team to work on R&D division of Mobile OS. Developed Lite OS that could handle videos & multimedia files on low performance chipsets. Launched Japan's first mobile TV Phone FOMA with clients like NTT Docomo, Japan. Got a chance to learn about 4G mobile network in 2003.

**Consultant – Wireless Division | Zenith Infotech Mumbai**

**Apr 1999 – Mar 2002**

- ❑ Designed and enabled successful launch of PalmOS smartphone with stylus touch screen for telco, StarHub, Singapore.
- ❑ Designed and developed Mobile apps on Microsoft Pocket PC with D-Bazza Inc. for Cingular Wireless USA (Now AT&T).

**EDUCATION | CERTIFICATIONS**

Masters in Advanced Computing, CDAC – PUNE 1999  
 Bachelor of Mechanical Engineering, PUNE UNIVERSITY 1998

**PROFESSIONAL ASSOCIATIONS & MEMBERSHIPS**

NASSCOM | IAMAI | TiE Charter Member