

VIJAY JAIN

DIRECTOR | CTO
GROUP FOUNDER - ASTUTE

PROFILE

The entrepreneurial spirit behind numerous successful tech start-ups from ideation to zenith with 22+ years of top management experience in Mobile, Digital and IOT companies with core strength in architecting products. Specialization in Telecom, Content Creation, Gaming, Fin-Tech, Electric Utility, Edu-Tech and Ad-Tech domains and consulting companies in 10+ different domains with a sound business acumen.

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WORK IN BRIEF

IOT - Artificial intelligence & Machine Learning (AI & ML) used in IOT Devices for Electric Utility Companies.

MOBILE - Appstore for Tata Teleservices, Systema Shyam (MTS), Bakri Telecom Indonesia, City Cell Bangladesh. 7500+ Mobile Apps, 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.

CONSULTANT for Start-ups & Institutions - ITES, AWS, Server integrations, Database Architecture, video on demand etc.



SKILLS

TECHNICAL EXPERTISE

- Python • Java • PHP • J2ME • BREW
- Database MySQL • Oracle
- SQL Server • Cloud Computing (AWS, Google Cloud)

A BIG PICTURE MAN LEADING BIG TEAMS

Product Architecture
& Management



Industry Trends &
Competition Analyst



Strategic yet
Creative Thinker



Prompt yet Wise
Decision-Maker



Inspiring Leader &
Mentor



Technical &
Business Acumen



EXPERIENCE IN DETAIL

GROUP FOUNDER & TECHNICAL DIRECTOR

ASTUTE GROUP OF COMPANIES INDORE (MP) INDIA

www.astute.group

August 2003 – Till Date

LEDX.LAW – EDU-TECH PLATFORM

Envisioned a never-before innovation in technology to transform Legal Education by providing latest tools in interactive content development platform. With ledx.law, a student of Law can understand the technicality and in-depth knowledge of real world operations conveniently. This has revolutionized edu-tech domain especially in these hard times.

FEATURES

- Easy to use Learning Management System.
- Create, manage and sell courses online.
- Create online Competitions and Events.
- Different types of Quiz and Tests can be conducted online within a secure channel.
- Different login for Mentors and Teachers to create their own interactive courses.
- Different login for Students to check their performance and participation in courses, competitions and events.
- Online Reporting System with sales tracking and marketing promotion on dashboard.
- Communication Channel with Students.
- Payment Integration with all types of payment mode.

ROLES

- Overall architecture of complete platform.
- Database design and reporting-module analysis.
- Cloud deployment and server level optimization.
- Live Video Streaming engine optimization to smoothen online student interactivity in live video lectures.
- Smooth handover of the complete process to operation team.
- Client relations and training of overall module to top management.

CBISM – AUTOMATION OF ELECTRIC SUBSTATION

IOT & Cloud-based automation of electric utility's substation with data acquisition, control, auto tripping of Transformers (based on oil & winding temperature), management of live substation with fault detection. Pioneering this unique architecture in India with complete wireless setup with IOT devices at every point of contact to avoid different Indian conditions of rat-bite of wire, water deposition, unwanted surge in electric distribution line and lack of qualified operators in rural areas.

FEATURES

- Online reporting with push notification to staff.
- Single line diagram of each substation with live data to monitor remotely.
- Fault alert to specific staff with auto escalation if not sorted out in defined time limit.
- Hourly load management report.
- Outage report and alert to all level of escalation matrix.
- Single control center for all the substations in one circle/zone.
- Complete wireless connectivity between all the devices and panels.
- Intelligent IOT & Electronic devices design to take the real time feeds, calculate them and sends the alerts.

ROLES

- Understanding problems of a utility company.
- Design end-to-end product flow of the concept.
- Conceptualize IOT devices and their functionalisation to get the desired output.
- Cloud deployment and server level optimisation on AWS.
- Online deployment of central control system in utility premises.
- Smooth handover of the complete process to utility team.
- Training of day-to-day process and hands-on experience of product to top management.

EARLYSALARY.COM – INNOVATIVE INSTANT LOAN BASED ON NEW CREDIT SCORING

Envisioned loan platform called Early Salary that can revolutionize the lending market in India. Based on new credit scoring platform, this new age online brand combines traditional and new social & online scoring technology that allow risk assessment on the fly and give low-risk lending analysis.

FEATURES

- Easy and smooth user flow of Mobile app.
- Convenient for user to do eKYC on the app.
- Simple steps to apply for Loan.
- Unique algorithms to get the users Social & Online score.
- Using custom algorithms system will calculate the risk assessment on the fly.
- New way of calculating credit score with traditional method, gives fast approvals.
- Instant cash transfer facility 24 x 7.
- Gateway and open APIs for third party partners, gives leverage to fast integration with them.
- Back-end reporting system, support promotion and conversion tracking on real time.

ROLES

- Initial design and architecture of Mobile App.
- Oversee pilot launch within a short duration of 2 months.
- Develop a professional team to lead the product for a longer run.
- Mentor the team to develop algorithms and backend data structure.
- Smooth handover of team and product to top management.

M-ADCALL.COM / GET APP / MAD APP – INDIA'S FIRST SPONSORED WALLET

M-AdCall is digital media company that, for the first time in India, launched unique pre & post call Video Advertising Platform with digital sponsored wallet. This innovative app provides cashback in wallet when users watch online video ads on mobile phones.

FEATURES

- More than 20 million loyal customers in a very short time span.
- 150 million video ad views in a year.
- App provided targeted video ads to advertisers.
- Provided real time gratification to users on their wallet.
- Robust app available on all mobile devices pan India.

ROLES

- Ideation and execution of video advertising platform from scratch.
- Significant tie-ups with Tata, Micromax & MTS.
- Winning a 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.

SRIJAN – GOVERNMENT INCUBATION CENTRE INDORE (MP)

In partnership with AKVN Indore, set-up the Government Incubation Center to help young entrepreneurs with the best infrastructure and environment for IT companies in one of the best campuses of Indore (i.e., Crystal IT Park). Through this no-profit organisation, offering all types of Mentoring support to entrepreneurs including support from Government policies for Start-ups.

MAPPS LAB – MOBILE APPS LAB FOR INNOVATIVE APP DEVELOPMENT

Established mobile app Training and Development Lab where students work on live projects and can launch mobile apps on app stores. 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, Qualcomm, Tata and more.

ASTUTE SYSTEMS TECHNOLOGY PRIVATE LIMITED

Founded Astute- a technology company in August 2003 which cradled ideas of technical expertise and creativity in mobile value-added services. Delivered a wide range of products and customized solutions to different clients for versatile domains. Also gained strategic investment from Hungama Digital Media Entertainment, Mumbai. Astute started its operation with 5 employees and reached to a robust team of 350 employees; and emerged as the top VAS content producer of the country in a very short span of time.

Some of the major Products & Projects of Astute come next :

BUILT & MANAGED TELECOM APP STORES – TATA DIVE-IN & MTS PLANET

Astute Systems developed a unique On Device Portal (i.e. App & VAS Store) for Telecom Operators. Launched app Push Notification first time in India named mShortcut that gave them a flexibility to promote, upload & manage mobile contents on portal. Introduced Telecom flexible billing for purchasing any VAS services even in low balance conditions.

BUILT & MANAGED GAMES STORE FOR BAKRIE INDONESIA – ESIA GAMESTORE WITH EA

Built unique game portal with In-App purchase power first time in any app store. Was developed 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 MUSIC PLANET BASED APP – HUNGAMA MUSIC

Largest Music Content app store and in-app music & video player developed for Hungama on all platforms. Came with a back-end store manager for maintaining the deck, track user behavior and suggest best music as per their preferences.

LIVE TV AND VIDEO ON DEMAND FOR MOBILE DEVICES – CITYCELL BANGLADESH

Built Live TV streaming and on demand video store for very low-end devices of Citycell Bangladesh. The big challenge was to live the high data consumption app on very low-end devices where memory and storage on the device are limited. Worked on our own video codec which takes low memory and can run smooth video streaming on the fly.

CONTENT & GAMES DEVELOPED ON TOP BOLLYWOOD MOVIES – HUNGAMA

Developed 500+ branded Movie and IPR-based Games for all top blockbuster Bollywood movies and deployed to all telecom operator stores across India and Asian countries. Created fan clubs, movies promotion apps, engagement with fans, live chat with movies' cast, different movie-based contests, Meet & Greet with Bollywood Stars.

LARGEST PORTFOLIO OF DEVOTIONAL APPS – ASTUTE SYSTEMS

Built and deployed Devotional Mobile Apps on all Indian religions. They enabled offering online and within-app prayers, religious books, devotional stories, morning alarm for prayer, live darshan, virtual tour and detailed info on major pilgrimages, Hindu calendar- Panchang, horoscope making and more.

UPLIFTMENT OF FISHERMEN VIA FISHER FRIEND APP – MSSRF & QUALCOMM

Fisher Friend app, a unique single window for Fishermen, helps fishermen to find potential fishing zones by accessing live satellite data and ocean weather forecast. Being GPS enabled, also gives danger zone alert, disaster alerts, market update as per near location, international maritime borderline warning. Developed within Qualcomm Wireless Reach initiative with the partnership of MSSRF, it bagged many awards globally.

HINDI NEWS MEDIA PORTAL – GHAMASAN.COM

Developed and managed Hindi News Portal with the facility to upload news online by the reporters via separate app. It provided audio, video and image capturing facility which enabled them to live the news on real time.

FUNDS AUTOMATION, RECONCILIATION AND MIS - ARIHANT CAPITAL

Developed back-end utility for stockbroker firm for their day-to-day operation handling, payment reconciliation, account opening, internal messaging and MIS. It helps them to increase their efficiency and automate the entire process. It integrates with banks and trading platforms to provide live user information.

BSE PORTFOLIO TRACKER - LIVE DATA FEED ON MOBILE

In 2004, for the first time in India, we brought live data feed of shares on mobile devices in partnership with BSE and Tata. This unique app gave flexibility to users to create their own portfolio and set alerts on individual shares' price point. Also, BSE 30 script live ticker ran on mobile home screen.

R&D HEAD AND LEAD CONSULTANT

NEC SYSTEMS LTD & IAP LTD JAPAN

March 2002 – August 2003

After a stint in IAP, Tokyo, moved to NEC Systems - a multinational IT & Electronics company in Kobe, Japan focused on telecom equipment manufacturing. He was credited for leading the NTT Docomo's R&D team to launch World's First Mobile TV Phone.

ROLES

- Leading the R&D team in new range of smart phones working on new edge network of Qualcomm WCDMA.
- Initiated R&D on new mobile OS for improving performance of handsets on older chip-sets.
- Researched latest trends in world's first 3.5G mobile phones.
- Prepared project life-cycle documentation and project management plans.
- Launched Japan's first mobile TV Phone FOMA with clients like NTT Docomo, Japan.

CONSULTANT – WIRELESS DIVISION

ZENITH INFOTECH LIMITED MUMBAI, INDIA

April 1999 – March 2002

Zenith Infotech is sister company of Zenith Computers focusing on IT, Wireless & Software. Wireless division of Zenith was doing R&D on smart phone development with PalmOS & Microsoft Pocket PC OS.

ROLES

- Started professional journey with R&D in Wireless and new edge telecom handsets.
- Designed Palm based smart phones for telecom operator StarHub, Singapore.
- Designed and developed Mobile apps on Microsoft Pocket PC in association with D-Bazza Inc for Cingular Wireless USA (Now part of AT&T).

AWARDS & RECOGNITIONS

- 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
- IAMAI - Best Start-Up of the Year
- UKTI Award : Government of United Kingdom
- Selected by Qualcomm Social Initiatives for 'Life Savior App' (amongst top 10 apps worldwide)
- BREW Awards Finalist : Best Public Service Application 'Fisher Friend'
- BREW Awards Finalist : Best Entertainment Application 'Sacred Sight'
- National Excellence in Mobile VAS Category : Government of India
- Nominated by AT&T : CTIA Awards- 'Preschool Education Apps'
- JES India Award : Best Excellence in Engineering

EDUCATION

Bachelor of Mechanical Engineering,
Class of 1998
PUNE UNIVERSITY

Masters in Advanced Computing,
Class of 1999
CDAC - PUNE

INTERESTS

- Cycling
- Swimming
- Listening music
- Gardening
- Automobile Repairing
- Exploring Jainism (Swadhyay)