



ARUN GUPTA

SOARING TO THE TOP

As Chairman and Managing Director of NTL Electronics India Ltd., Arun Gupta is counted very highly amongst the entrepreneurs in the lighting industry. Within a period of less than one and a half decade, he has been able to successfully establish a very robust lighting Electronics Company in the country

For Arun Gupta, the inherent desire to do great in life was always there. However, he chose to gather sufficient professional working knowledge and experience before taking a leap of faith and starting his own entrepreneurial venture.

LIGHTING INNOVATIONS

Though he started his entrepreneurial journey in 1990, he formed Northern Telelinks in the year 1992, starting with development of Power Filters for C-DOT switching exchanges, and then added more products in its portfolio catering to Telecom, IT Hardware and Power Supplies. Year 2002 was the eureka moment for the company, when it sensed a huge opportunity in the form of Electronic Ballast for an otherwise completely mechanically dominated lighting industry. NTL Electronics deserves most of the credit for transforming India from being dependent on imports of lighting electronics to being self-sufficient today.

The first LED bulb in India was developed and manufactured by NTL Electronics way back in 2009. While contributing to the country's lighting solution needs, Arun Gupta has established a Group of companies, whose sales turnover is expected to reach around Rs. 15 billion by FY 2019-20.

HUMBLE BEGINNINGS

After graduating in 1982 from Birla Institute of Technology, Mesra, Ranchi, in Mechanical Engineering, he started working as an engineer trainee in marketing with a firm that was into heavy duty water circulation pumps. While working for his

third company in Faridabad as Marketing Manager, at the age of 30, with a sound mind-and-heart balance he decided that he had zeroed in on his life's vision & mission.

With a clear foresight and determination in his heart, he yielded to his white heat of desire to start something of his own. He resigned from his well-paying established job, and became a master of his own destiny. Northern Telelinks was thus born.

RIDING HIGH

Starting with their first invoice of Rs. Forty Eight Thousand in March 1993, the company managed a turnover of Rs. Twenty Eight Lakhs in the first year – all because of high-quality products.

Persistently fighting the slump in electronic manufacturing around year 2000, the company picked up the golden opportunity of entering into lighting electronics in year 2002. This was the time when Northern Telelinks was rebranded to NTL Electronics of today – a brand and a force to be reckoned with. While growing at a phenomenal rate of growth, the company also decided to cross the Indian boundaries and established a joint venture with a leading Netherlands-based LED Technology Company by the name Lemnis Lighting, who were the innovators of the 1st LED Lamp in the world. The company has already revolutionized the LED lighting industry with state-of-the-art facilities and global scales of manufacturing.

The company is now working on the next wave of technology by integrating intelligence in their products to enhance consumer experience in addition to working on some new disruptive technologies of future.



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