

PROFILE OF BIJESH KUMAR ROUL

Mr. Bijesh Kumar Roul is an industry veteran representing the mobile phone, electronics and semiconductor industries having spent over 15 years working with prominent industry stakeholders from India and overseas including brands, technology providers, manufacturing eco - system comprising of finished goods/ components as well as working closely with Government stakeholders representing the federal and provincial Governments.

Mr. Roul is credited to have played a pioneering role in the policy formulation, policy advocacy, investment promotion under the flagship “Make in India”, “Digital India” and “Aatmanirbhar Bharat” programs, whereby he had worked very closely with various industry stakeholders and Government bodies such as Ministries/ Departments/ Organizations (both at central Government level as well as at State Government levels) for formulation, strategizing and support in smoother implementation of various policy level interventions initiated by the Government from time to time.

Mr. Roul has been part of various high-level Government led delegations which had visited to major ESDM (Electronics System Design and Manufacturing) countries such as USA, Japan, Taiwan and China for promoting investments under the flagship “Make in India” initiatives of the Government for establishment of manufacturing and design eco-system in India both for domestic market requirements as well as to boost exports.

Mr. Roul is currently supporting various Organizations both in India as well as overseas for varied business promotional activities, technology tie ups, Joint Ventures, M&As, introduction of cutting edge technologies towards gaining market access opportunities, providing Consultancy support to various Organizations in the space of policy drafting, policy formulation, policy advocacy, market breaking initiatives, business strategy development, strategic drafting/ communication services etc.

Currently Mr. Roul has been supporting various Organizations/ companies/ entities in the following major areas –

- i. Facilitating Joint Ventures, Technology Transfer, M&As and business tie ups
- ii. Facilitate for procurement of Rare Earths and other important materials which are key to boost manufacturing activity relating to Permanent Magnets etc.
- iii. Government liasoning with various important stakeholders relating to investment promotional activities etc.
- iv. Facilitate Project Finance, meeting investment requirements through facilitating strategic tie ups or debt financing

- v. Undertaking of Business Development initiatives through strategic collaborations/ partnerships for both existing lines of business as well as for new business initiatives.

Some of the Positions/ Clients which Mr. Roul either is serving currently or had served in the past are as follows –

- a) Director & Special Assistant to Chairman of ICEA (India Cellular & Electronics Association) from 2011 - 2020. ICEA is the apex industry body representing the mobile phones and electronics industry in India.
- b) The first Executive Director of MEDEPC (Mobile and Electronics Devices Export Promotion Council), which is supported by the Ministry of Commerce, Government of India. MEDEPC was created to promote growth of exports for mobile phones and other electronics products from India to overseas countries
- c) Advisor to India Cellular and Electronics Association (ICEA) since 2022 – For development of new Business verticals and Taiwan geography
- d) Advisor to Salcomp (A 12 Billion USD Global enterprise and a key Apple supplier) in the areas such as Business Development, Strategic Tie ups, Government liasoning etc.
- e) Strategic Advisor to TRON, Taiwan (one of the leading EV Bus, EV Truck, BMS, Battery, BESS, ESS manufacturing company with presence in over 15 countries) – Working in Global market expansions, investment arrangements, setting up of manufacturing operations in India for meeting growing Indian market demands and export requirements
- f) Special Projects with Foxlink, Taiwan (A 8 Billion USD global enterprise and a key Apple supplier) – Working on various new market development opportunities
- g) Special Projects with Morimatsu, Japan (A 2.0 Billion USD company specializing into the Semiconductor Equipment manufacturing side) – To facilitate Joint Ventures with Indian companies for setting up of Silicon Carbide Wafer manufacturing plants
- h) Consultant to Kaynes Semiconductor Private Ltd., India – Working on facilitating Joint Venture/ Technology Tie Ups with overseas companies in various advanced level technological areas such as Compound Semiconductor, active & Passive components, automotive LEDs etc.
- i) Marketing Strategy Advisor to Clean Power Plus Company Limited, Taiwan (ROC) (Taiwan's only EV Controller Technology Provider in the EV 2 wheeler and EV 3 Wheeler segments) – For new market breaking opportunities in India and setting up of manufacturing set ups in India through joint collaboration with Indian company
- j) Strategic Business Partner of Welsen, a 1 Billion USD China HQ Global enterprise majorly into manufacturing and supply of Solar eco-system supplier, LFP batteries, ESS, BESS, Solar Inverters and supplying to major markets such

as India, North America (warehouses in LA and Dallas), Europe and many other countries

- k) Advisor to RIR, India (a listed company for 5 decades in the power semiconductor sector)
- l) Advisor to Sicamore, USA (which is a profound name power semiconductor sector since 6 decades)
- m) Luxshare – Worked on specific projects related to resolving of Visa issues as well as other business verticals
- n) ATL (A TDK Group Company, Japan – 30 Billion USD Global conglomerate) – Worked on various regulatory projects
- o) VVDN Technologies (A 300 million USD EMS/ ODM company in India) – Working on facilitating JVs/ Technology Collaborations with overseas Corporations in various technology sectors as well as working on Business Development breaking onto new
- p) Hukui Corporation, Taiwan (A leading name in Medical Electronics field) – For Joint Ventures and new market breaking opportunities
- q) Strategic Advisor to Thomson Computing and Semiconductors India Pvt. Ltd. – Facilitating Joint Ventures/ Technology Collaborations with overseas companies in areas such as BESS, ESS, Semiconductor OSAT and other areas
- r) Consultant to Celkon
- s) Consultant to Karbonn (UTL)
- t) Advisor, Blackpepper Technologies Private Limited
- u) Consultant to NASH Industries (A 50 years' old electronics manufacturing company from Bengaluru)
- v) Strategic Advisor to Ogata Motors India Private Limited (A leading EV 3 Wheelers and EV 2 Wheelers) fabrication and assembling company
- w) Strategic Advisor to Cerromax, USA (A name in the Semiconductor sector)
- x) Advisor, BBPL (Bright Beginning Private Limited)
- y) ASIP