

Amit Kaushik

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With over 29 years of experience in business promotion and strategic leadership, Amit Kaushik plays a pivotal role in steering the long-term financial sustainability of the organization. He oversees the formulation and execution of business strategies, encompassing product conceptualization and supplier engagement, sales and marketing initiatives, and the management of international operations.

Amit holds a Bachelor's degree in Economics and has previously served as the CEO of a leading Indian home appliances brand for six years. His deep expertise in international trade, coupled with a nuanced understanding of the Indian appliances market, inspired the vision behind this venture.