



Vikash Agarwal – Brief Profile

Vikash Agarwal is a second generation entrepreneur whose family pioneered the hosiery business in India with Rupa and Company Ltd. Vikash, who is a Commerce Graduate from St Xavier's, Kolkata, acquired a Diploma in Marketing from University of California, USA, before joining the company as President. Since 2004, Vikash has been widely acknowledged as the architect of some of the most successful and premium offerings from the company – Macroman M-series, Macrowoman. Thanks to his initiatives and leadership skills, the immensely popular mass brand has acquired a more aspirational, global clientele as well. Rupa today has been endorsed by superstars from the film industry while Brand Macroman was

conferred the World's Greatest Brands 2015 Asia and GCC award. Rupa enjoys a turnover of more than Rs 1100 crore and holds a 14-time record for being the largest manufacturer of hosiery products in the country (Limca Book of Records).

Vikash was invited to Champions of Change, an initiative by the NITI Aayog, as part of the select group of entrepreneurs from around the country.

Besides his role as Brand Director of Rupa's premium brands, **Vikash is also the Director in Neo Metaliks Limited**, engaged in manufacturing and selling of pig iron with a manufacturing facility at Durgapur and a turnover of approximately Rs 400 crore. **He is associated with Young President Organisation (YPO), acting as a Board Member of the Calcutta Chapter, The Bengal Rowing Club, Calcutta Swimming Club and Royal Calcutta Turf Club.**

Vikash is a workaholic, who believes in making every moment count. Travel and music are his other interests.