



Navneet Singh Bindra

Senior VP & Country Chief Executive
Ingram Micro India

We interviewed Navneet Singh Bindra about how company is navigating the complexities of the highly dynamic digital age, exploring business opportunities in Tier 2 & 3 cities, supporting digitalization and sustainability practices.

Mr. Bindra believes that the digital age offers immense opportunities for any organization to stay afloat; however, we must not overlook the fact that there are a few critical aspects that demand meticulous attention. Some of those are embracing digital transformation in a phase-driven manner; continuous learning, skill development, and cross-functional collaboration; and fostering agility, flexibility, and customer-centricity in the overall business strategy. Additionally, you need to be watchful of emerging technology trends and underlying market forces to navigate the complexities of the dynamic digital era efficiently.



What is your company's vision around opportunities for businesses in Tier 2 & 3 cities?

Considering the pace at which IT and IT distribution businesses are growing in India, the future seems bright! The rapid scale of digital transformation, evolution of technologies, changing business landscape, and support from competent governments make Tier 2 & 3 cities a fertile ground for growth and innovation for every organization, irrespective of its size and nature.

To make the most of the untapped potential of these cities, IT distribution companies must figure out how to commoditize technology-enabled solutions for businesses in different regions. Now is the time to educate these businesses about the technologies and empower them with innovative, market-ready solutions that can help them embrace digital transformation at a gradual pace without undergoing a major technological overhaul.

How is your company supporting digitalization drive of Indian MSMEs and large corporates?

We wholeheartedly support the digital aspirations of Indian MSMEs and large corporates. To make the entire digital transformation journey more seamless and rewarding for businesses, we have paid due attention to simplifying

technology aggregation and acquisition. From reducing the complexities of the supply chain to improving the technology buying capabilities of organizations, our team has been addressing all the immediate needs of organizations across verticals. The recent launch of Ingram Micro Xvantage - which is a digital, self-learning platform to learn, partner, manage, build, and buy technology-led business solutions - is a major leap in this direction. We also offer a comprehensive range of Managed Services, Professional Services, Financial Services, and IT Asset Disposition Services to help businesses in their digital pursuit in every possible way.

How is your company contributing towards Sustainability for a better future?

We take every necessary action that can help us achieve sustainability, minimize environmental impact, and promote a greener future. Our ESG-focused initiatives aim to create awareness around embracing responsible business strategies and operations, reducing carbon footprints, optimizing packaging, and embracing green logistics. Additionally, our IT Asset Disposition Services enable organizations to reuse, recycle, repurpose, and even dispose of their end-of-life IT equipment in a responsible, environmentally compliant way.