



Mr. P. Balaji is the Managing Director of Sony Mobile-India Operations and is responsible for developing strategic plans for the growth of the company, establishing strong partnerships in India and driving sales for the company. He is part of the Global S&M leadership team.

Prior to his current assignment, he was Vice President of Communications, Corp. Affairs and Business Development – in Ericsson for Region India. In that role, he was responsible for driving Communications, Public Relations and Government Affairs for the company. He was also responsible for Business Development Activities in new customer & technology segments for the Company. As a member of the leadership team, he has headed multiple roles including Marketing, Strategy, Technical Solution & also contributed significantly to the global strategy formulation for the group.

He is an Electronics Engineer from IIT Roorkee and did his MBA from IIM Ahmedabad. He has over 20 years of experience in Telecom & IT, in diverse functions including sales, marketing, strategy and product management. He has been associated with start-up ventures of TATA group, AT&T and Lucent during this period and has held Senior Leadership positions in these Companies.

He has been the chairman of several taskforces/expert groups set up by Department of Telecommunications and Planning Commission on policy matters. He is the past President of Telecom Equipment Manufacturers Association (TEMA) and Northern Region Chairman of the Telecom Export promotion council.