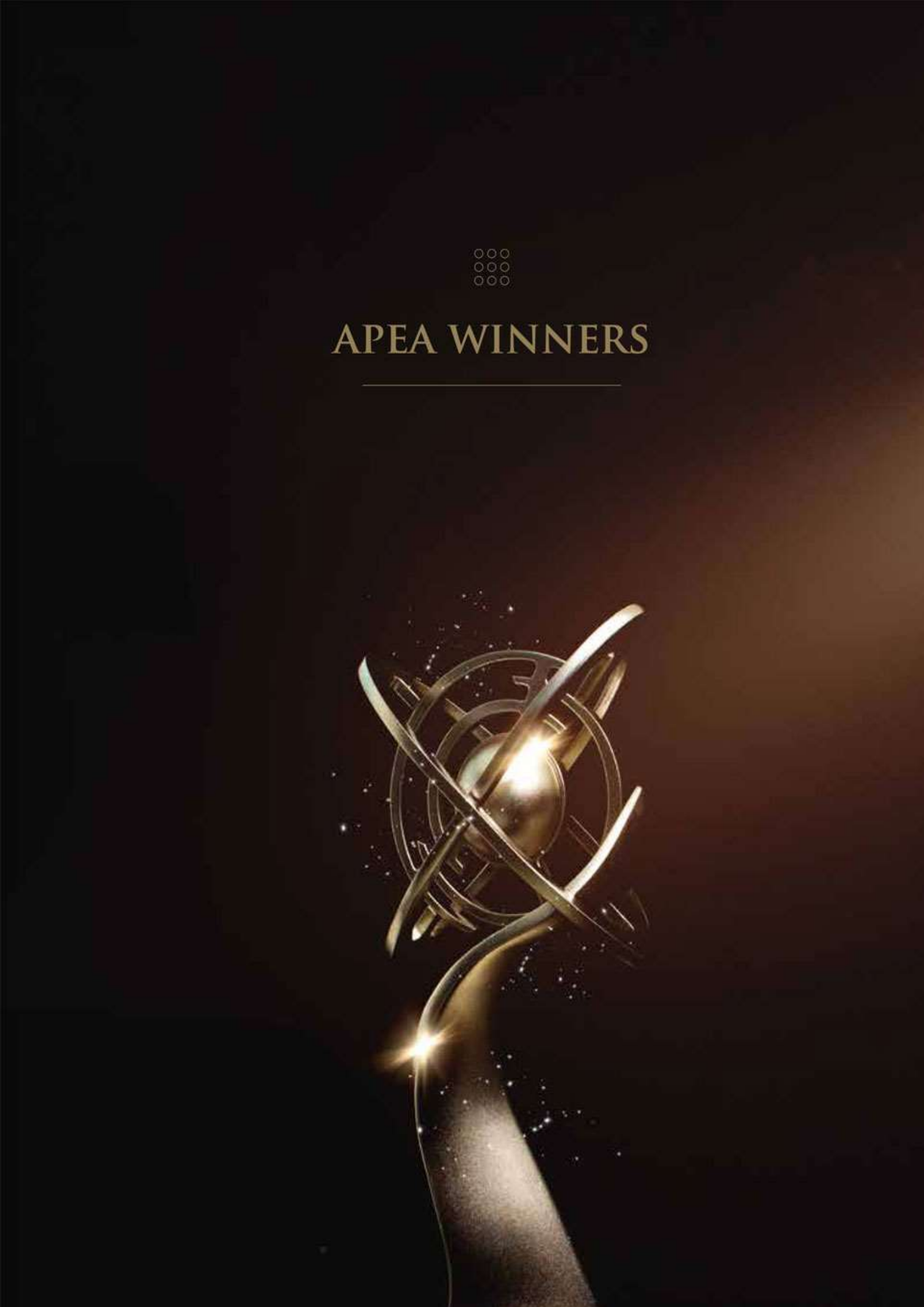
APEA WINNERS



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APEA WINNERS

KAUSHIK MUKHOPADHYAY

FOUNDER, MANAGING DIRECTOR & CEO | **AVID INDIA PVT LTD**

PROFESSIONAL & BUSINESS SERVICES INDUSTRY

Founded by Kaushik Mukhopadhyay in 2008 along with his wife and Co-founder Mahua Mukhopadhyay, AVID India is perhaps the most Award-winning AV Systems Integrator in Asia with numerous flagship projects to its credit in the last 10 years of its existence.

Kaushik has a Bachelors Degree in Physics with specialization in Optics and Electronics and a Post Graduate Honors in Systems Management. With 26 years of hardcore experience in the industry, Kaushik is already a well-known personality in AV circles across the Asia Pacific. He serves as a volunteer and a key member of the InfoComm Advisory Council in India. Kaushik also holds a CTS Certification from AVIXA (formerly InfoComm International, USA).

AVID India designs solutions for Unified Communication, Augmented Reality, Video Collaboration, Environment Control, Digital Entertainment and Energy Management. Their customers and installation experiences are of varied diversity. Across Asia, AVID India has designed and provided technology services for Network Operating Centers, Customer Experience Centers, Collaboration Centers and Distance Learning facilities. The customer base is diverse - from Oil and Gas companies to Search Engine giants, Financial Institutions to Broadcast Studios, Software bellwethers to Hardware manufacturers, Healthcare to Retail and Infrastructure to Hospitality. AVID is truly a melting pot of technologies to offer solutions as a harmonious whole with a common offering of quality services and unmatched Customer Support and Technical Services Program.

Amongst the recent and noteworthy awards, AVID India has won the India state level Karnataka SMB Award in 2015 for Innovation, the national level and inaugural SIIA Best Indian Corporate Systems Integrator Award in 2016 (under the Super Premium Category), the National India SME 100 Award in 2016 (Supported by the Ministry of SME, Government of India; ranking 7th amongst 49,023 companies), the AV Awards 2016 in London (out of 430 Global Entries for AV Projects and the only Systems Integrator in Asia to have ever won the AVAwards), the InAVation Awards 2017 for InfoComm Standards during ISE 2017 in Amsterdam (the first and only Systems Integrator globally to have done so) and the SEBA Award in 2017. In June 2017, AVIXA (formerly InfoComm International) announced Mahua Mukhopadhyay, as the global InfoComm AV Woman of the Year and felicitated her with the Award at InfoComm Orlando. In March 2018, Mahua also received the Woman Leader of the Year 2018 national award.

AVID has utilized many years of international experience to develop integrated audio-visual system solutions and to meet the demands of the AV industry. Staffed by a team of professional and experienced designers and engineers, AVID India has provided some of the most sophisticated and innovative solutions undertaken. As market leaders in the arena of Audio Visual Integration, they offer complete design, supply, installation and maintenance solutions.

AVID has offices and presence in several cities in India. AVID started its operations from Bangalore, and spread their presence to Chennai, Hyderabad, Kolkata, Pune, Mumbai, and New Delhi. The company has installed numerous prestigious projects in the Asian region which includes cities like Kuala Lumpur, Manila, Singapore, Kuwait and Dubai, thereby increasing its global footprint. From its Dubai office, the company also exports projects to customers in Asia who wish to avail import benefits and seek offshore billing.

AVID currently has over 200 employees who are certified & trained AV professionals in the industry. The company has a heavy focus on trainings, OEM and industry certifications to ensure their employees have the best technical knowledge. The strength of the company lies in commitment level of every individual who in turn strives to provide their best services to customers.

"We also feel obligated to giving back to the society and therefore drive our own Corporate Social Responsibility initiatives. All these give us a sense of happiness and fulfillment and that for us, is true success!"

AVID is first in the Industry to have 1800 toll free number with a Ticket based Call and incident-based Support Helpdesk. The ticketing system is a devise that operates independently across various platforms of mobility, telephony and e-Mail. The support team provides voice and video call support for online assistance and Remote Infrastructure Diagnostics. It also provides OEM Management thereby enhancing the ease of a single point of contact to its customers.

Being in the technology business, AVID is committed to ensure that their domain knowledge on integration is always in-depth and current. This motivates them to see beyond the obvious and implement the best solutions for their customers. They have been continuously upgrading their knowledge base and pool by investing in training and certifications for their employees & the company. Training is mandatory and an integral part of AVID's routine. The company believes in peer to peer training ensuring the team gets the right knowledge to support their customers. AVID's team collectively have 430+ Certifications and the number is growing.

With Kaushik converting ideas into reality and spearheading the company and Mahua leading the operations and execution, the story of AVID is encapsulated in the individual journeys of each of its customers and partners. As their customer base grew, as they worked with their people and as they created new opportunities, AVID's own story transformed and uniquely told. In a rapidly evolving Asia, there are many opportunities and obstacles that needed to be navigated - there was always a journey that had to be undertaken to achieve success.

AVID has been a strong process driven company and their core competency has been into quality installs and systems. Whether it be design or drawings, details or accuracy, the culture of perfection is what has set them apart. Their thorough experience of many years coupled with strong trainings and certifications in the industry has always helped them offer state of the art solutions in their designs and deliverables. Their teams have different hierarchy of internal checks before a design is sent to a customer. AVID is much more than an integrator of audio-visual and collaboration solutions for their customers. They are also the customers' strategic partner, one that can guide them through the process of workplace transformation to increase workflow, efficiency, productivity, experience and energy saving, as proven by their global customers. AVID today has an install base of over 6000 with 1800+ customers served through over 200 skilled employees.

AVID's programming team has immense focus on custom designs they create for control systems. Their focus has always been on functionality with aesthetics. Their Award-winning programmers spend a lot of time to ensure every design created is unique but relevant, thus pushing their creativity beyond boundaries. This is proven time and again on the commitment level of each individual and in the overall growth of the organization.

Kaushik is also a professionally trained musician and has played the Sitar for 18 years under disciple of the world famous Indian Sitar maestro Pandit Ravishankar. Kaushik also plays the keyboard and the harmonica. An "Avid" photography enthusiast, Kaushik uses professional photography equipment and his photographs have been published in various publications. Kaushik has also played Badminton and Table Tennis at University levels and is passionate about sports to keep himself fit.

CAREER HIGHLIGHTS

2016

Won the National India SME 100 Award (*Supported by the Ministry of SME, Government of India; ranking 7th amongst 49, 023 Indian Companies*)

2016

Won the National Level Best Indian Corporate Systems Integrator Award in Mumbai & The AV Awards in London (*out of 430 Global AV Projects and the only Systems Integrator in Asia to have ever won the AV Awards*)

2017

Won the InAVation Awards for Standards in Amsterdam (*the first and only Systems Integrator globally to have done so*)

2018

Grew the enterprise to 200+ employees with offices in 7 locations in India and 1 in Dubai, customer base of 1850+ and install base of 6000+. The highest number of trained and certified personnel in the industry.