



### Navneet Singh Bindra

Senior Vice President &  
Country Chief Executive  
Ingram Micro India

#### How does Ingram Micro India prioritize and implement strategic innovations to stay ahead in a highly competitive tech distribution market?

Strategic innovation is the key to success in the dynamic tech distribution landscape of the country. We prioritize the same by staying abreast of the latest technologies, closely analyzing emerging trends, and aligning our initiatives with the evolving needs of customers in the digital age. We ensure the perfect blend of digital transformation and a humanized approach to meet the demands quite competently.

We have invested in Xvantage – an intelligent, self-learning digital experiential platform – that provides a seamless experience to our customers and helps them learn, partner, build, manage, and buy a complete range of technology, hardware and cloud solutions. Xvantage also empowers our partners with data-driven insights and useful recommendations that can help them make better judgments. Moreover, we have



also introduced a comprehensive range of Value-Added Services, such as Professional Services, Cloud Services, Managed IT Services, Vertical-focused Solutions, Financial Solutions, etc. to help our partners take care of the end customer's requirements efficiently.

#### What role does digital disruption play in shaping Ingram Micro's service offerings, especially as demand for digital solutions grows?

I strongly believe that digital disruption is helping us adapt more efficiently to the changing times. With the growing demand for digital solutions, it's quite evident that we can create and deliver more value to our customers by reshaping our service offerings. That's why we are aspiring to embed digital capabilities across our operations and provide an intuitive digital experience to our customers and stakeholders.

Our AI-powered Xvantage platform is a major move in this direction that provides a seamless, personalized experience for our partners to interact and transact with us. The rich functionalities and capabilities of Xvantage provide a higher level of efficiency and transparency to partners as it relates to acquiring technology-led business solutions or leveraging our services. Moreover, Xvantage also allows our partners to explore the wide range of our services offerings, across Cloud, Cybersecurity, Automation, etc. through a simple interface. This empowers our partners to choose

the best-fit solutions or even build customized solutions as per project-specific requirements. Thus, digital disruption has helped us position ourselves as a trusted aggregator and enabler of digital transformation.

#### What are the core leadership principles at Ingram Micro India that guide its response to emerging industry challenges?

To respond effectively to emerging industry challenges, we follow a set of core leadership principles that focus on an innovation-driven approach, customer-centricity, digital empowerment of the channel ecosystem, and sustainability. We aspire to innovate across technology, processes, and partnerships continuously as it helps us meet the evolving needs of customers efficiently and ensure them a superlative experience.

Moreover, we also work towards the digital empowerment of the channel ecosystem through the right set of digital tools and technologies. All these help us foster a culture of mutual trust and collaboration, driving mutual growth. Besides all these, we are committed to long-term value creation by paying due attention to our ESG commitment so that we can contribute towards a greener future. ■