



Probir Roy

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Probir Roy is Co-Founder & Promoter-Director – PayMate, where he continues to drive mobile payments ecosystem in the Asian region.

From the onset probir has exhibited the pioneer spirit to ‘go where no one has been before’ and embodies new India’s homespun digital entrepreneurial spirit.

As a young man working in International Atomic Energy Agency in Vienna he was offered his first assignment by Dr. Raja Ramanna. He put his entrepreneurial skills to test in his first daunting assignment: the task to automate the techno-commercial functioning of all 12 civilian nuclear power projects and stations in the country, which he did with success as head of the information systems division, Nuclear Power Corporation.

His move to Star TV was yet another challenge in applying technology in another field – the fast paced world of media. Here too he was instrumental in spearheading the company’s early foray into new media by laying the foundations for its various internet plays, interactive TV and DTH operations, as Vice President IT and member of its executive committee.

So when EURO RSCG Interactive (Havas WorldWide) the world’s #1 new media company was looking to start its India operations it picked **Probir** as its very first CEO and also made him their Chief Technology Officer of the parent company - EURO RSCG Advertising, India & Middle East. As well as, member of its worldwide IT Board. In a short time he was able to make a mark and build the credentials of its India & Middle East operations as a premier interactive media company. These earned him the label of ‘New Media Guru’.

Probir has always been on the forefront of the next big thing in technology and hence it was not surprising that he chose to move into something of his own and become one of the earliest set of players in the emerging mobility VAS space.

He co-founded Corusant Tec (2003), and PayMate (2006). Both companies in the burgeoning & fast paced mobile value added services space. He also turned around Plexus Technologies – an interactive services company in 2002, as a Director, and the same was acquitted by ICICI InfoTech.

Today PayMate is one of India’s own totally indigenous successful start up cos and one of leading mobile payment company in the world with operations in India, Nepal, Sri Lanka, Middle East & USA.

Both companies were awarded the prestigious RED HERRING TOP 100 Award for promising tech start up companies in 2006 & 2007 respectively. PayMate was also selected as one of the TOP 10 COOL COMPANIES by Business Today in 2007. Coruscant Tec was successfully acquired by Mukta Arts in 2008 thus leaving him to concentrate on the Mobile Commerce business.

In addition to Probir's prolific professional commitments, he is also immersed in a host of additional activities. He was Vice Chairman, Internet & Mobile Technical Committee, (Media Research Users Council) for 5 years; expert member of the Indian Merchants Chamber's; National Technology Committee, Member NASSCOM internet working group and visiting speaker at ISB-Hyderabad, IIT-Kanpur and SITM-Pune.

He also writes on IT, internet & mobile for leading business dailies viz. Business Standard and Financial Express.