

President, Internet and Mobile Association of India, since March 2006. He heads the permanent secretariat of the association and is an ex-officio member of its governing council. He is currently responsible for conceptualising and implementing the association's strategy and activities around regulatory affairs, public policy, advocacy industry standards, research, communications and promotional events.

The association's mandate is to reach the benefits of internet and digital technologies to every citizen of India, create a better business environment for digital businesses to bring more investments and jobs and to help traditional businesses adopt digital technologies to stay globally competitive.

Before joining IAMAI, Subho was Director for the ICT vertical at the Confederation of Indian Industry in New Delhi, where he worked since 1998, closely with the software & services, BPM, hardware and telecom industries. Although very active in the areas of business development, marketing and communications, Subho's deep interest is in public policy and regulatory affairs for technology. He is currently focused on understanding the impact of and policies for emerging technologies such as Artificial Intelligence, Blockchain, Augmented & Virtual Reality, Mobility [driverless cars, drones, hyperloop].

Subho is a trained historian having read history at Presidency College [Kolkata]; Jawahar Lal Nehru University [New Delhi] and the School of Oriental and African Studies [University of London]. He is the author of "Transformations on the Bengal Frontier – 1748-1948" [RoutledgeCurzon, 2002] and has co-authored, "Building India with Partnerships: The Story of CII" [Penguin India 2007]. He lives with his wife and daughter in New Delhi.