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CXOWORDS

MAGAZINE

TRANSFORMING IT
INFRASTRUCTURE
AND BUILDING
HIGH-
PERFORMING
TEAMS

*by Sidhwartha Roy
Choudhury
AVP, Air India*

TRANSFORMING THE
COMMERCIAL REAL
ESTATE LANDSCAPE
WITH STEAL DEALS

*By Ishank Kohli
Founder, Steal Deals*

SIDHWARTHA ROY CHOUDHURY

AVP, AIR INDIA

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ARATI SINGH

Editor-in-Chief

In the ever-evolving corporate landscape, where leadership, innovation, and strategic vision shape the future, CXOwords stands as a platform that amplifies the voices of industry leaders. Our mission is to bring insightful narratives, transformative business strategies, and inspiring leadership journeys to the forefront, creating a knowledge-driven ecosystem for professionals across industries.

In this edition, we delve into the stories of visionaries who are redefining business excellence, embracing digital transformation, and leading with resilience in an increasingly complex world. From thought leadership articles to expert opinions and case studies, CXOwords curates content that empowers, educates, and inspires the next generation of corporate leaders





TRANSFORMING IT INFRASTRUCTURE AND BUILDING HIGH-PERFORMING TEAMS

**Sidhwartha Roy
Choudhury**
AVP, Air India

In the ever-evolving world of technology, few leaders have left an indelible mark on the IT infrastructure landscape like Sidhwartha Roy Choudhury. With over 30 years of experience in business technology and IT infrastructure, Sidhwartha has been at the forefront of transformative initiatives, driving cloud adoption, optimizing costs, and building resilient IT ecosystems for global enterprises. His journey is a testament to the power of strategic leadership, innovation, and a relentless focus on talent development.

A Legacy of Transformative Leadership

Sidhwartha's career spans some of the most prestigious organizations in the world, including Air India, Citi, IDFC First Bank, JP Morgan Chase, and Equitas Small Finance Bank. His ability to lead complex technology transformations while fostering high-performing teams has set him apart as a visionary in the field.

One of his most notable achievements was at Air India, where he spearheaded the modernization of Enterprise IT Support

operations. Across growth and innovation, many of his assignments, by restructuring the support model, adopting best practices, and leveraging data-driven performance management, Sidhwartha achieved remarkable cost optimization while significantly enhancing user experience. His efforts not only streamlined operations but also positioned Air India's IT infrastructure to support future

Building Global Teams and Nurturing Talent

Sidhwartha's passion for talent development has been a cornerstone of his success. At Citi, he played a pivotal role in building the Global Captive Center in Chennai, helping to grow from inception to a major workforce of 400+ strong team. He has been a strong promoter of in-house technical training and pioneered many such programs such as TechCapsule, which became a cornerstone for upskilling technology teams. His leadership style, characterized by open communication and mentorship, has inspired countless professionals to achieve their full potential.

His global experience spans across India, the US, the UK, Singapore, the Philippines, Japan, Australia, and Hong Kong. Leading diverse teams of both full-time employees and outsourced partners, Sidhwartha has consistently delivered high-impact IT infrastructure projects, demonstrating his ability to navigate cultural and operational complexities.

Driving Cloud Transformation and Cost Optimization

In his role as Senior Vice President at IDFC First Bank, Sidhwartha led the charge in maturing the bank's cloud-ready infrastructure. By leveraging platforms like VCF-VxRail, Nutanix, and Kubernetes, his team have helped to optimize platform usage, balanced workloads, and fine-tuned the bank's infrastructure. His efforts resulted in significant cost savings and improved operational efficiency, ensuring heightened infrastructure uptime and robust disaster recovery capabilities.

At Equitas Small Finance Bank, Sidhwartha and his team helped to revamp network and security architecture, building a scalable and secure infrastructure to support the bank's ambitious growth plans.

By implementing cutting-edge technologies from Cisco, F5, Fortinet, Zscaler, and Palo Alto, the team created a secured framework that ensured compliance with regulatory requirements while enhancing performance and scalability.

Proactive Monitoring and Observability

Sidhwartha's expertise in proactive monitoring and observability has been a game-changer for many of these organizations. He and his team had

implemented robust Application Monitoring and Observability platform using tools such as Dynatrace / Elasticsearch / VuNet / Splunk enabling real-time monitoring and observability of critical business applications.

A Visionary Approach to IT Infrastructure

Sidhwartha's ability to balance innovation with cost optimization has been a hallmark of his career.

At JP Morgan Chase, he led initiatives to optimize server and storage infrastructure, ensuring alignment with global technology roadmaps while achieving significant productivity savings. His work in lifecycle management, patching cycles, and vendor negotiations set new benchmarks for operational excellence.

A Legacy of Excellence

Sidhwartha Roy Choudhury's journey is a shining example of how strategic leadership, innovation, and a commitment to talent development can drive transformative change in IT infrastructure. His ability to navigate complex challenges, optimize costs, and build resilient systems has made him a trusted leader in the industry.

As organizations continue to embrace digital transformation, Sidhwartha's insights and expertise will remain invaluable. His story is not just one of personal success but also a blueprint for aspiring technology leaders to follow. Through his unwavering dedication and visionary approach, Sidhwartha has truly redefined what it means to lead in the world of IT infrastructure.



TRANSFORMING THE
COMMERCIAL REAL ESTATE
LANDSCAPE
WITH STEAL
DEALS

by Ishank Kohli
Founder, Steal Deals

In the ever-evolving world of commercial real estate, few names stand out like Ishank Kohli. As a dynamic force in the industry, he has successfully built a reputation for facilitating high-value leasing transactions, strategic real estate investments, and commercial consulting. Through his venture, Steal Deals, Ishank has consistently delivered value-driven solutions, bridging the gap between brands and premium commercial spaces.

A Journey Rooted in Expertise and Vision

Ishank Kohli embarked on his real estate journey with a deep passion for transforming commercial spaces into thriving business hubs. With years of experience in leasing and investment advisory, he has played a pivotal role in connecting brands with prime retail and commercial properties across India and the UAE. His strategic approach and in-depth market understanding have helped countless businesses find the right locations to expand and flourish.

Steal Deals: The Powerhouse of Commercial Leasing and Investment Advisory

Steal Deals is a leading commercial leasing and investment firm that has become synonymous with expertise and credibility in the industry. Under Ishank's leadership, the company specializes in retail leasing, commercial space acquisition, and strategic consulting. Steal Deals has worked with some of the biggest brands, successfully placing them in high-footfall locations such as malls, corporate towers, and mixed-use developments.

Key Verticals of Steal Deals

1. Retail Leasing – Helping national and international brands secure premium spaces in malls, high streets, and corporate hubs.

2. Commercial Leasing – Facilitating office space acquisitions, corporate expansions, and strategic leasing for businesses of all sizes.
3. Investment Advisory – Assisting investors in acquiring high-yield pre-leased properties to ensure stable and lucrative returns.
4. Franchise Expansion Consulting – Helping franchise brands identify ideal locations and expansion strategies to maximize profitability and brand presence.
5. Retail & F&B Opportunities – Connecting brands with high-footfall locations and ensuring their successful establishment in the market.
6. Offline Distribution & Strategy – Assisting brands in expanding their physical footprint and optimizing their distribution channels for maximum efficiency.
7. HORECA (Hotels, Restaurants, and Catering) – Leasing and management contracts for leading hotels, banquets, and restaurant brands, facilitating their seamless operations and expansion.
8. Residential & Industrial Plots – Assisting investors in acquiring residential and industrial plots in developing corridors to maximize returns.

With successful transactions for brands like McDonald's, Burger King, KFC, Wagh Bakri, Chai Garam, Chicago Pizza, Basil, Burgrill, The Burger Company, Tata Croma, Tata Zudio, Vishal Mega Mart, and many more, Steal Deals has cemented itself as a go-to partner for businesses looking to scale. Additionally, Steal Deals has worked with leading real estate developers such as Hero Realty, DLF, Godrej, SS Group, M3M, Smartworld, Spiti Group, Spectrum, Nexus Group (Select City Mall, Saket), Add India Group, Spaze Group, Omaxe Group, and many others, assisting in commercial leasing and investment transactions that drive substantial growth and returns. The company has also expanded its reach beyond India, working with renowned Dubai-based developers such as Emaar, Nakheel, Damac, Sobha, Danube, and many more, further strengthening its global footprint in the commercial real estate market.

Awards & Recognitions

Steal Deals has been recognized for its significant contributions to the real estate sector,

receiving numerous awards and accolades. The company has been honored as one of the Top Consultants for Hero Homes, Hero Earth, Spaze Group, Omaxe Group, and many more, solidifying its reputation as a trusted partner in the industry.

Remarkable Achievements

Steal Deals has successfully executed transactions worth over ₹1000 crore, showcasing its dominance and expertise in the commercial real estate sector. Steal Deals has achieved outstanding milestones in the real estate sector, having sold over 5 million sq ft and leased over 15 million sq ft of commercial space. These remarkable figures reflect the firm's vast industry expertise and strong network, making it a preferred partner for brands and investors alike.

A Thought Leader in Franchising and Business Expansion

Beyond real estate, Ishank Kohli has emerged as a thought leader in the franchising space. With a keen interest in educating entrepreneurs, he is set to launch engaging Hindi reels that demystify the franchising business model in an entertaining yet informative manner. His content aims to make franchise investments more accessible to aspiring business owners while showcasing lucrative opportunities in the market.

A Vision for the Future

With a relentless commitment to growth and innovation, Ishank Kohli continues to expand his influence in the commercial real estate domain. His future plans include scaling Steal Deals' reach to newer geographies and driving awareness around high-return investment opportunities in real estate. As a professional who thrives on challenges and transformation, Ishank remains dedicated to reshaping the real estate landscape, one successful deal at a time. His journey serves as an inspiration for aspiring entrepreneurs and industry professionals looking to make their mark in commercial real estate.

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