



Mr. Nishant Shah

Founder-CEO, Group Bayport

Nishant Shah is a Founder and CEO of Group Bayport, a Global organization focused on custom products.

From wanting to start vegetable and milk distribution in college days to pursuing Civil engineering to become a road contractor when all other students with similar grades in HSC exams were pursuing mechanical and chemical engineering, Nishant had a desire and passion to look for an opportunity that is unique and exciting. After completing engineering, Nishant decided to go against the flow of pursuing computer programming as he knew engineering was not his interest. He decided to switch to pursue Project Management at Georgia Tech. Started his professional life at a Fortune 50 engineering consulting company and quickly climbed up the corporate ladder and was one amongst the twenty people selected from a workforce of over ten thousand and enrolled into a fast-track management program. In over 13 years of career in project and operations management, Nishant worked at different offices worldwide and also completed an MBA from Penn State.

Working for the world's largest consulting firm exposed him to many aspects of business from marketing, sales to legal and finance. It gave his entrepreneurial soul more confidence, and in 2007 he came across a unique business opportunity to start an environmentally friendly car wash using high-pressure steam. He started the first and only car wash in the state of South Carolina that was permitted to operate in a regular Mall. It was featured in local news papers and news channels and won a "Green Business" award. In 2011, while looking for low-price banners for the car wash, Nishant saw a unique opportunity of selling banners to mainly small retail companies in the US by leveraging an e-commerce platform and India manufacturing.

That is how Group Bayport's e-commerce brand BannerBuzz was launched and marked the Group's foray into Signage and Displays. It was one of the first websites to offer custom banners online and the only company to supply directly from India. From a humble start, today Group Bayport has grown into a leading B2B, B2B2C, D2C platform for Custom Printing products across three business verticals: Signage & Displays, Covers & Tarps and Home Décor and Apparels. It has served over a million customers till date through its e-commerce presence in North America, UK, Europe, Australia, New Zealand and India. The group has disrupted the custom covers industry through its technology-led vertically-integrated business model that has been optimized over a decade, and is today a global leader in the custom covers industry.

Under Nishant's leadership and vision, the group has witnessed hyper-growth and is poised to cross the USD 100mn revenues this year.