Mr. Karan Sabnani
Director
Vira Group | Cellular World Belize

Mr. Karan Sabnani is an innovative entrepreneur, developer, and strategic investor with over two decades of experience in the consumer electronics industry in the Caribbean and Latin America.

Under his leadership, Cellular World was founded as a local family-owned business in 2004 and by 2010, the operation expanded to Miami, Florida in the United States with the establishment of Vira Group which later became the parent company of all of Mr. Sabnani’s operation in the region. Today, Cellular World supplies major carriers in the Caribbean and Latin America, including Digi Belize, the country’s national telecommunication provider. In addition, the business distributes consumer electronics from 48 authorized re-seller locations, including Cellular World’s five stores in Belize, and conducts mass procurement upon request.

Mr. Sabnani’s vision for growth and expansion was the driving force that allowed Cellular World to break barriers in the industry by becoming the first ever Authorized Distributor for Samsung, a top 10 global brand, in Belize in 2021. This milestone led Cellular World to house a Samsung Service Center in Belize which now provides customers with product and service support.

His global perspective on the volatile business landscape, resiliency and adaptability have been key to the success of the business and in the establishment of strong, strategic, and innovative partnerships. Mr. Sabnani continues to serve Belize as a philanthropist and contributes to programs in the fields of sports, education, special needs, and health.

Mr. Sabnani’s commitment to excellence and the social and economic development of Belize serves as a solid platform to forge beneficial partnerships for the members of the Belize Chamber of Commerce and Industry.