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**ASHU**

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**PROFILE SUMMARY:**

Currently employed as Vice President – Infra & Business Development at JKS Infrastructure Pvt Limited, Mumbai. Handling two green field Logistics Park projects from stage of Land acquisition to execution. Single handily managing and coordinating between Proprieties, Aggregators, Liaising with Govt Officials, Architects, Consultants, Contractors and various other agencies.

JKS infrastructure is a sister concern of logistics giant CCI Logistics Limited in India. CCI is a group of companies into transportation, financing, large infrastructure projects like Highway building, Custom clearances and Freight forwarding. In this JKS Infrastructure has about 30% of the turnover. CCI also has a joint venture with logistics giant Avvashiya (A division of ALCARGO) Avvashiya CCI Logistics in India for its warehouse management & 3PL operations.

Some of my expertise areas are to build excellent customer relationships ensuring business from existing clients year after year. It may be repeat business or new business or expansion of the existing business. This is due to inherent skill of formulating and implementing business strategies with extensive travelling winning customer confidence and gaining customer satisfaction.

I was **General Manager** at JSL Lifestyle Limited & JSL Architecture Limited since Dec 2014 till 31st July 2015. JSL Architecture is **part of O P Jindal Group which has a group turnover of more than US $ 28 Billion.** Being Country Head business verticalsfor Railways, Metro Defence and Projects in the year 2015 played a decisive role in carving a forte for the architecture in the market. My deep expertise and extensive experience in project & product market has been instrumental to the growth and success of the brand.

Prior to this, I was with **Equinox Global Trading and Consulting (Dubai) as Technical and Business Development** partner, and has also worked at various senior strategic level positions in sales and marketing function in companies like Alfa Laval India Limited, Era Building Systems, Tiger Steel India Limited, Sathyam Steel Roof Structures Limited, Jindal Buildsys Limited and Indcon Polymech Pvt Limited.

In my span of professional journey, I have built an expertise in motivating and guiding complete team towards profit making business.

**ACADEMIC CREDENTIALS**

1991 **B.Sc. Engg. (Mech)** Jamia Millia Islamia, New Delhi, India

2001 **E2 – Com (E commerce)**  SSI Limited

1986 12th New Green Field Public School, Saket, New Delhi, India

**PERSONAL DETAILS**

**Date of Birth :** 18th August 1967

**Passport No :** Issued by Govt. of India, Valid up till 2020.

**Driving Licence India :** Date of issue 1/7/2002 Valid Till 30/06/2018

**Driving Licence UAE :** **Valid Till 07/09/2024.**

**CAREER OBJECTIVE**

Seeking a full-time management position where I can contribute my management skills, sales & marketing experience for organisational growth and profit.

**CAREER SNAPSHOT**

* Conceptualise, Design and Building of World class Mega Logistic Parks on PAN India Basis confirming to both Global and Indigenous Standards, considering the fast emerging E-com Market, Pharma and Chemical Storage in India.
* Created new avenues for promotion of Stainless steel in the field of Railways, Metro, Projects and Defence for Jindal Stainless Architecture (JSL) during my tenure with them.
* Tender Preparation, bidding and winning tenders.
* Started **Turn key projects of Tube making plants in MENA region** for Equinox Global Trading.
* **Trading of products and Projects in MENA region.**
* **Established** presence of **companies like Era Buildsys Ltd and Sathyam Steel Roof Structures ltd in West India.**
* Over **26 years** of experience with extensive experience in Marketing, Sales, Key Business Development, and Key Account Management and Project coordination.
* 14 years of experience for Industrial capital goods and Industrial project of value up to $ 806700
* 7 years’ experience of large projects of Pre- engineered Buildings (Values $ 800000 to $ 5300000).
* Successfully **closed the on-going projects** and ensured collection of the **completion certificates** and **realised final payments** from the clients.
* Team member for implementing ISO standards and ERP for improving plant operations.
* Part of team for **Launch of new products**, **pricing and brand building activities**.
* Very **good technical hand** on products like Reciprocating Compressors, self-cleaning centrifugal separators and manually cleaned centrifugal separators, Plate Type Heat Exchangers, Knife mixers and Disc mixers. Can easily **commission, repair and maintain these equipment.**
* **Initiator,** thereby achieving overall growth and annual costs savings.
* **Leader and Team Player** to lead Teams to success.
* An effective and **assertive communicator.**
* **Very good PR** with customers to ensure long term repeat business from them.
* **Good relationship & management skills.**
* **Strong analytical, problem solving & organizational abilities.**

**SKILLS and ACUMEN**

***Warehousing and Logistics***

* Land acquisition management.
* Necessary Regulatory approvals.
* Design warehousing space as per SHE norms.

***Tendering and Negotiations***

* Source required inputs from reliable sources and principles.
* Price competitively. Submit in permitted time limits and win tenders.
* Attend pre-bid and technical meetings and kick off meetings.
* Track the execution of the tender and payments receivables.
* Ensure timely completion and closure of the tenders and Collect completion certificates.

***Sales and Marketing***

* Conceptualizing and implementing sales promotional strategies for **brand building**.
* Forecasting and achieving monthly/annual sales targets.
* Devising & effectuating marketing programs/strategies to improve the product awareness and enhance business growth.

***Business Development***

* Reviewing and interpreting the competition after in-depth analysis of market information to fine-tune the marketing strategies and escalate business volumes.
* Driving business growth through identification & penetration of **new market segments** for attainment of periodical targets with a view to optimise revenue.

***Project Co-ordination***

* Project planning, scoping, estimation, tracking.
* Implementation of project plans within budgets and deadlines.
* Case / System / Process Study. Preparing feasibility reports.

***Team Management***

* Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.
* Determining training needs of employees and conducting suitable training programmes to enhance their skills leading to increased productivity.
* Recruitment, training and counselling of processing associates.
* Team mentoring, deployment, monitoring and development.

***Strategic Planning***

* Strategizing the long term business directions to ensure maximum profitability in line with organisational objectives.
* Co-ordinating budgets, forecasts and reports & accordingly effectuating business plans to attain maximum sales and optimum revenue.

***Key Performance Areas***

* Identifying key/institutional accounts and strategically secure profitable business.
* Presentations to prospective clients.
* **Relationship building** with decision makers and key buyers.
* Developing and guiding subordinates towards focussed organisation growth.
* Excellent interoffice/ inter-departmental communication.

***Client Servicing***

* Ensuring timely submission of offers to customers.
* Effectively handle customer complaints.
* Ensured timely execution of deliveries.
* Contributed to product improvement and customer satisfaction by providing customer feedback to corresponding agencies in the organisation.
* Finalise annual maintenance contracts with the clients and maintaining good post order relationship.

***Channel Management***

* Identifying and networking with financially strong and reliable dealers/channel partners, resulting in deeper market penetration and reach.
* Evaluating performance of distributors’ sales and direct sales activities, for promotion planning as well as training the Channel Partners and their executives.

**CAREER GROWTH PATH**

**TOTAL 26 YEARS**

* ***Since May 2016* –** Vice President Infra and Business Development at **JKS Infrastructure Pvt Ltd.**
* ***July 2015 – May 2016* - Sri Kubera and Kritroop Marketing and Services**

Consultancy and Marketing**,** All India, for PEB sales and facilitating expansion of companies to and from Middle East.

* ***Dec 2014 – July 2015*** – **JSL Architecture (Jindal Stainless Limited Acrhitecture**

General Manager and Product Group - Country Head for Railways, Metro, Defence and Projects**)** and responsible for a business of **16.7 Million USD**. JSL Architecture is **part of O P Jindal Group which has a group turnover of more than US $ 28 Billion plus.**

* ***Mar 2014 – Dec 2014*** – **Equinox Global Trading and Consulting**

Trading activities in MENA region for products and projects of oil and gas, machine shops, process plants etc.

Corporate and Institutional Sales of products ofagencies like Trelleborg (France), Jet Maximator (Germany), Tranter (USA), Protego (Germany), Fitch Fuel Catalyst (USA), Lightening Master (USA), Batliboi (India), Patel Shot Blasting (India), Safex Cranes (India), IGP Gaskets (India), Zishan Engrs (Pakistan), CCL Technology (China), RD Engineers (India) to name a few.

* ***Mar 2012*** *–* ***Feb 2014 -*** Consultancy and Marketing**,** All India, for Nafees Khalfay Structural & PEB Consultant, Sathyam Steel (Chennai), Mahadev profiles (Hyderabad), Contour Steel PEB (Hyderabad) and various other companies supplying peripherals for PEBs.

Sales of PEB (Pre Engineered Building) projects, Skylights, Turbo Vents, Bare and Colour coated profiled sheets, Decking sheets, Profiled gutters, trims, flashings, Structural Steel Fabrication, Fabricated Beams and Columns, Louvers, Pipe racks, Cable trays etc and complete design and project planning solutions.

* ***Sep’09 to Feb’12* - M/s Era Buildsys Limited (previously Era Building Systems Ltd), Mumbai,**

Era Buildsys Ltd, is part of a multinational Player in construction industry and is the 7th largest player in construction Industry **(Annual Turnover of $ 726 M)** It is a leading & largest player in Pre Engineered Buildings (PEB) in Pan India as of date with manufacturing facilities at Nagpur (Umred) and at Pantnagar (Uttaranchal). India

Dec 2011- Feb 2012 as **Additional General Manager, New Delhi,**

Sep’09- Dec 2011 as **Regional Head (West)** - Sales and Marketing, (Dy. General Manager) Reporting to Director and had a team of 10 people at Baroda, Nagpur, Pune and Mumbai reporting to me.

* **Sep’08 to Sep’09 - M/s Sathyam Steel Roof Structures Limited, Chennai as All India Head for Marketing.**

Sathyam Steel is a global provider of Pre-Engineered Buildings and accessories in Steel with manufacturing at Chennai, India**.**  Reporting to Director and had a team of 12 people at Chennai, Coimbatore, Kolkata and Pune reporting to me.

* **June’06 to Sep’08 - M/s Tiger Steel India Pvt Limited, Mumbai.**

Tiger Steel is a global provider of Pre-Engineered Buildings and accessories in Steel**.**

Jun’08- Sep’08 as Dy. General Manager (Sales & Marketing) **Profit centre head Pune region**,

Jun’06- June 08 as Dy. General Manager (Sales & Marketing) West and East India, Reporting to All India Sales Head (President Sales) and had a team of 7 people at Mumbai and Goa reporting to me at Mumbai.

* **July’92 to May'2006 - M/s Alfa Laval India Ltd., Pune as Head Marine & Diesel Segment.**

Alfa Laval is a leading global provider of specialized products and engineered solutions**.**

Dec’03- May’06 as **Segment Head All India & Asia Pacific** as Sr. Manager, Sales, Equipment Division ofIndia, Bangladesh, Sri Lanka, Burma, Eastern Africa and Nepal, Reporting to Vice President and had a matrix reporting of a team of 36 people at 28 different loactions in India and Asia Pacific region.

**Out of turn promotions before time to rise from Sr Engineer to Manager Sales Since 1992 to Dec 2003 on account of very good performance for the balance period of stay in Alfa Laval India Limited.**

* **April'92 to June'92 - M/s Fuller KCP Ltd., New Delhi as Design Engineer.**

Fuller KCP is into rotary kilns and Crushers for the cement plants and lime sludge plants.

* **July’91- March’92 - M/s Indcon Polymech Ltd., New Delhi as Project Engineer.**

Indcon Polymech is into Designing, Erection, & Commissioning of skid mounted Air Dryers, PSA (Pressure Swing and Adsorption) Nitrogen Generators, PSA Inert Gas Generators, Oxygen Generators, etc.

**NOTEWORTHY ACCOMPLISHMENTS**

* **JSL Architecture Limited**
  + Introduced manufacturing of SS Coach parts as a product of the company for regular business of 2500 MINR
* **Equinox Global Trading and Consulting**
  + Successfully started projects sales for complete Tube making plants for tubes used in Scaffolding manufacturing.
* **Era Buildsys Limited**
  + Successfully established and stabilised Era Buildsys Ltd in West India.
  + Brought the companies Order Booking from $ 32 M to more than $ 323 M in the Region over a period of more than two years.
  + Contributed to more than 65% of the company’s turnover ($ 323 M out of $ 484 M).
  + Brought major corporate clients – Namely LG, Mahindra, Siemens, Philips, Bajaj, MRVC, HCC, Exide, BARC, Maharashtra Border Check Post, Mumbai Metro, Crompton Greaves, L&T HED and L&T SCOMI (Monorail Mumbai)
* **Sathyam Steel Roof Structures Limited**
  + Increased company’s turnover from $ 2.9 M to $ 40.3 M
  + Got prestigious orders from M/S Jacobi Carbons India Limited at Coimbatore (Building with 55m Clear Span).
  + Made company leading supplier of decking sheets for skywalks of Mumbai.
* **Tiger Steel Engineering India Private Ltd.**
  + Got order with highest gross margin in Tiger’s history till 2007 (PSL). (35% gross Margin)
  + 130% achievement against targeted $ 16.1 M every year.
* **Alfa Laval India Limited**
  + Increased the Gross Margins by 10% (38% in 2005 as against 28% in 2004-2005).
  + 50% reduction in Claims by Customers in 2005 as compared to 2003 and 2004.
  + Distinction of bagging orders such as:
  + 205% Order booking in just half year 32.0 MINR against a set target of $ 0.25 M in 1994
  + 1st order in the world for decanter for the clarification of raw sugar juice, in Sugar Industry.
  + Biggest single equipment order from Naval Head Quarters, New Delhi, ($ 0.23 M) in 1996.
  + Breakthrough in Northern India pre-cooling and cold storage. Booked order from NAFED for Moujgarh, Punjab, India.
  + 1994 Delhi OB for Separation Deptt achieved in just 3 months' time (target $ 0.16 M).
* Organised a "Technical Seminar" on Screw Compressors and Plate Type Heat Exchangers for the ISHRAE Chapter Delhi and ASHRAE Chapter India at PHD House, New Delhi on 19th August 1994. The total no. of participants was 300.
* **Developed and handled major key clients/OEM’s such as**

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| --- | --- |
| Petrofac, Dubai | Drydocks World, Dubai |
| DEWA, Dubai | Abu Dhabhi Carnation, Abu Dhabi |
| Mudhaher Establishments, Oman | Gulf Metal Foundry, Dubai |
| Brother Steel Scaffoldings, Sharjah | Gulf Enginneering Services, RAK |
| DULSCO, Dubai | Al Gurg, Dubai |
| BHEL (Delhi & Hardwar) | Indian Navy (NHQ & Coast Guard) |
| Wartsilla | MAN B&W |
| Alstom | ABB, Siemens |
| Century Enka Limited | NTPC |
| SKL India Limited | Rai & Sons |
| Tractors India Ltd. (TIL Limited) | Modi Mirlees Black Stone Ltd. |
| TELCO. | Bajaj Auto Limited |
| DLF Industries Ltd. | Powerica (Dealer of MAN and Nigata) |
| Kirloskar Oil Engines Limited (Pielstik) | Kirloskar Cummins Limited (Cummins Engines) |
| Ruston & Hornsby Limited | SKF Bearings Limited |
| Hindustan Antibiotics Limited | Thermax Limited |
| JKS Infrastructure (CCI Logistics) | Unilever |
| Jacobi Carbons | Hindustan Construction Company |
| Bombardier | BEML |
| Indian Railways | RCF Kapurthala & Raibarelly |
| ICF Chennai | RCF Jabalpur |

**TRAINING (International & Domestic)**

* **TRIM – Training Resources in International Management at - Shanghai (China), Manila (Philippines), Seoul (Korea), and at Kuala Lumpur (Malaysia) - May 2004 to September 2004.**
* Technical Seminar On Heat Exchangers, Pumps, Valves and Separators at Alfa Laval Head Quarters at Lund and Tumba **(Sweden)** andCopenhagenandKolding **(Denmark)** in June 2002.
* Technical Seminar on **Power** at Bangkok (Thailand) – 18th November to 24th November 1998.
* Attended seminar on **Strategic Sales Advantage** conducted by **Dale Carnegie** Training Nov’04.
* **Finance for Non-finance managers**, 2003.
* PONTAS II – Advanced training in Plate Type Heat Exchanger in Refrigeration Industries, 2003.
* Advanced training in PHEs and Sanitary Equipment 2003.
* General Training on Plate Type Heat Exchanger.
* **Financial and Commercial aspects for Sales Engineers**.
* Training on Self-Cleaning Separators.
* Training on Decanters and Separators.
* **Junior Management Development Program**.
* Sales Engineers Development Program.
* **Training on interviewing for recruiting candidates.** (May 2007)
* Four weeks practical training in the workshop of M/s K. G. Khosla Compressors Limited, Faridabad; and several other behavioural programs.