Resume

***KANNAN RAM NARAYANAN BABU* Confidential**

**Designation: DGM –Marketing (Batching)**

**Office: Rice Lake Weighing Systems India Ltd (RLWSIL), Chennai**

**Responsibilities at M/s.Rice Lake India**

* To cover All India business, with help of regional heads, engineers and directly for turn key projects involving pneumatic conveying, weighing and batching for achieving business goals by use of people power of Rice Lake India with all product mix of Rice Lake India.
* Good in OEM / key customers interest and in handling niche markets of Rice Lake India by regular interaction at top level , in exhibition/seminars, meetings at client place, know about ongoing projects , strategy to win & make friends at all levels ( irrespective of business ).
* Ensuring Batching division’s vision, strategy / directions for achieving their KRA’s, taking help of Partners , Flexicon, Chronos, Banbury manufacturers , contractors, etc. Used Field visits, for market intelligence, for motivating, nurturing talents of colleagues for spotting new projects, enquiries, offer submission, finalization of orders & presentation to customer’s VP / Directors.
* Responsible for the marketing business plan, orders, billing, collection to run the Batching division as a profit center; operates from Oragadam, Chennai factory & co ordinates with other regional business leaders in India at regular intervals.
* Presents to Company Board , Batching division’s action plan, quarterly presentation , market issues & major initiatives for next quarter for bagging tenders / major enquiries -- Other reports as desired by management.

### Achievements at Rice Lake India

* Excellent retention of OE customers like MRF, Apollo , JK, HTArai, Vibracoustics
* Achieved new project orders from Polyrub Cooper , steel bird , SPP , Fenner
* Good Knowledge in batching application for tyre, technical rubber segment , use of pneumatic conveying and other process industry, for Tank / silo weighing, batching application
* Under went product training and implementation at Dini Argeo, China ( sister concern)

**Designation: Business Leader ( South ) /AGM**

**Office : Ador Powertron Limited, Chennai-6**

**Responsibilities at M/s.Ador Powertron Limited :**

* Was covering southern Region (TN, AP, KAR, TEL, Kerala & Pondy) to achieve goals by use of ador team with all the products of Ador.
* Good skills in OEM / key customers retention thro’ regular interaction, Ador HVR sets for powering Electro static precipitator for bolier dust emission control, painting rectifier for automotive industry , power modules for telecom sector, interacts with clients ,consultants,about upcoming projects and strategy to win business .
* Achieved SR- team’s KRA’s, making available necessary budget/ resources , appointing regional hierarchy including managers, engineers & net work of distributors/ dealers etc. Guiding , supporting colleagues for spotting new projects, enquiries ,offer submission, finalization of orders, & presentation to customer’s VP / Directors.
* Responsible for the marketing business plan, orders, billing, collection and costs to run the southern office as a profit center ; Interacts with Pune factory & other regional business leaders in India on a regular intervals.
* Presents to Company Board , Southern region’s action plan, quarterly achievements of orders, billing & short fall if any, collection plan vs achieved, field problems & major initiatives for next quarter for bagging tenders / major enquiries -- Various reports as desired by management.

### Achievements at APL

* Received special incentive for achieving regional target (KRA's) during year 2008-09.
* Received Ador incentive /award for best individual achievement for year 2013-14
* Attended International ESP school and seminar at Bangalore in Sept 2013
* Sponsored for Leadership & Handling Stress – by Mr.Mitesh Khatri, Mgmt.Guru.
* Good in retaining OEM- NTPC, BHEL, FLSmidth, Hamon, L&T, Nissan, TVS, Tafe, Enersys , Aegan and EPC’s Thermax, cethar, Mac , ISGEC etc

**Reporting to:** Business Head ( Marketing )

**People reporting to me:** A Total of 15 Engineers located at different locations at South from Marketing and Service depts.

GIST OF PREVIOUS WORK EXPERIENCE :-

From Sep 16 to Till date As DGM Marketing – Batching at Rice Lake India

From Mar’08 to Sep 16 As AGM(South) at Ador Powertron Ltd, Chennai

From Nov’99 to Mar ’08 As Product Manager ( Batching )at SWSL,Chennai

From Feb '99 to Nov'99 As a freelance consultant for weighing /computer applications

 (while trying for a S/W Career )

From June '98 to Jan '99 Full time diploma from Silverline Inst. for S/W Tech., under

 C-DAC, Pune.Scored 75.8 av. %

From May '95 to Apr '98 Philips India Limited, Chennai as Executive- Service

From Dec '93 to May'95 Jay Instruments & SystemsPLtd., Chennai as Sr.Executive-Sales & service

From Aug'90 to Dec'93 Compkeys Ltd., Hyderabad as Executive to Asst. Manager

Responsibilities at M/s. SWSL (Earlier Sanmar, now Rice lake weighing), Chennai

* Identification of projects- opportunity with Industrial clients through out India.
* Understanding customer requirement for standard and non-standard automation applications.
* Preparation of draft design, drawing of proposed scheme / flow chart for customer approval
* Submission of budgetary offer with specifications, performance parameters, drawing, scope of supply , conformance to standards for industrial automation solutions, especially for Tyre plants & Process Industries ( Cement, Steel, Pharma, Fertilizer, Petrochemicals)
* Indigenization of products, obtained under technology transfer from M/s.Chronos Richardson Ltd (CRL), U.K. , thereby reduce cost, maintain quality & also export through Chronos –Familiar with fumigation , sea worthy packing , Volume/weight & container stuffing- process.
* Preparation of feature specification document, algorithm for software using VB 6 / 8 & SQL2000 / 2003, coordinating code writing, Integrated simulation testing of system, Quality checking, debugging etc.
* Project- Field trials, Installation and commissioning, proving specifications & handing over of system to end user.
* Launch of new products -Weighing, Material handling & Batching system.
* Adept in using various types of PLC’s , Drives for automation in process industry
* Has knowledge on Industrial Pumps ,Motors, Drives - since same are widely used in CRL –Carbon, Oil injection systems
* Familiar with electronic equipment, engineering equipment-fabrication, Cost control.
* Good in retaining customers, planning growth strategy, working on finer points to close orders, coordinating customer support activities, ensuring good relationship with foreign collaborator.

### Achievements at SWSL

* Received special ad hoc allowance/ incentive for achieving individual & group targets (KRA's)

 during year 2001-02 , year 2002-03.

* Won “Excellent Rating “ for individual performance for year 2003-04 on Group Annual Day
* Received Recognition / Prize at the Sanmar Safety Day conducted in year 2005

# Achievements & Responsibilities at M/s. Philips India Limited

* Installed , commissioned TWS/ silo systems for repeat orders from MNC's / OEM’s. M/s.Ponds, Nestle,Parry’s, Castrol, HLL, VSP
* Was involved in developing new avenues of sales (by appointing of dealers &system integrators ) for weighing range of Philips **I**ndustrial **E**lectronic products
* worked as team member in the Philips IA team which received the prestigious Philips Quality Award from the President of Philips Electronics, Eindhoven and worked as a team member for the ISO 9000 audit,
* Received incentive for achieving max.collection of outstanding and group incentive for best team performance among various **IE** departments.
* Experienced in obtaining Dealer and repairer license from Legal meteorology (Weights & Measures Dept., TN Govt.)

# Job Responsibilities at M/s. JISL

* Handled a variety of products, viz; Process instruments, batching, dosing systems, weigh scales, weigh bridges and computerised colour matching systems.
* Bagged orders from major OEM’s and increased sales thro ‘ appointment of new dealers. Successfully obtained Dealer and repairer license from Legal meteorology (Weights & Measures, TN Govt. )
* Received major orders for the drum filling system at M/s. IOCL, TPL, Chemoleum, Bag filling system at J.K.Pharma & D.A.S for monitoring the vessel temperature at M/s. Orchid chemicals and installed the same.

**Job Responsibilities at M/s. Compkeys Limited**  (A sister concern of Dr.Reddy's Lab)

* Joined as an Engineer- Trainee; was involved in quality assurance of computer peripherals, auto ID products. Handled subsequently OEM sales and dealer sales on all India basis.
* Achieved major supplier status from M/s.Modi Olivetti, HCL for computer keyboards (this includes design & engineering of the new layout , Aesthetics, prototype approval).
* Obtained test certificate for conformance to IS Standards for computer keyboards from ETDC, Hyderabad.
* Started and continued as a group member in the new dealer setup for M/s. Yokogawa Bluestar Ltd. for marketing their T&M and process instruments in A.P. Region and reported to the Executive Director directly.

## Training Under Taken

* ' Sales & service skills - I & II ' Program conducted by Mercury Goldman India Pvt. LTD at Pune.
* Management Development Program by Philips India Limited, SWSL.
* Received in house Training on JD Edwards, 5S Techniques, TQM & ISO procedures
* 'PET program' for upcoming managers at SWSL.
* EMI /EMC by ETDC/ ERTL, Bangalore

**Personal Details:**

Date of Birth & Age 01-06-1969 (official)

Educational Qualification B.E (Electrical & Electronics Engg. Passed in 1990), PGDBA , Master of Marketing Management, 2001-03 (From Loyola College-Pondy Univ.Twinning program)

(Awarded Merit Certificate by TN Govt. for Securing state 27th rank in the SSLC Exam 1984)

Score at Competitive Exams GRE:1540 , TOEFL:630 (year1993)

Languages Known Tamil, English, Hindi, Telugu & German (Basic level)

Marital Status Married

Children 2 sons & 1 daughter

Salary drawn 18.54 L

Salary expected Mutually discussed

Residence Address / Phone no: Old 8/4, New 10/4. "Anjaneya Apartments",

Tharachand Nagar Main Road,

 Virugambakkam, Chennai 600 092 (T.N)

Phone: 0091-44 - 23772365 / 22350975 Cell: 9840009576

E-Mail: kramnbabu@rediffmail.com adorram@gmail.com

 kramnbabu@rediffmail.com

**Summary of experience / skill set**

* Good team player , Amicable leader with persuasive efforts
* Well versed, technically competent to evolve industrial automation solutions, BOM , Project costing , management cum execution.
* Knowledgeable in weighing, industrial process flow , able to handle from enquiry generation to order, and post order execution .
* Adept in English, Tamil, Hindi and Telugu
* Have travelled extensively to industrial customers across India
* Extensive project info in PLC, Drives, Motors, Pumps, Field sensors, Loadcells.