

Brief Introduction of Rajiv K Thakur

A Techno Commercial person with TATA STEEL'S Integrated Iron & Steel Plant experience in Operation , Quality Assurance & Process Control for 7 years in various Operating department like Blast Furnace , Steel Making & Finishing Mills ,

30 years of Procurement & Marketing Experience of Pan India & International Exposure. Widely Travelled person & Visited the following Countries:

A. Germany, France, Italy, Spain, Iran, Turkey, Holland, Bulgaria, Egypt ,Saudi Arabia , Oman , UAE, Qatar, Bahrain, Nigeria, Kenya,Sudan Zimbabwe etc.

B. Visiting faculty of Fellow of Management Studies(FMS),BHU, Varanasi & SIES Management College, Mumbai, India till 2008& Regional College of Management , Bhubaneswar(2011-2013), Bharati Vidyapeeth, Mumbai 2016

- Delivering Guest lectures to final year management Students
- Career Counseling to Management Students.

C. ACHIEVEMENTS

- Implemented **MY SAP CRM** in Ispat Industries to achieve the major Business Benefits of Sales Force Automation, Customer Complaint Management, Marketing planning Processes. Integration of demand planning(Starting from Sales Forecast) to supply network planning & global availability to promises.
This improves the efficiency of the Business Processes related to marketing, Sales, Services & information System related to all analytics . It also resulted in improved level of Customer order fulfillment cycle.
- Member of the Task Force in implementing **EVA (Economic Value Addition)** in Ispat Industries Ltd

Project Experience is as follows:

- 1. Jan to June' 18 at Harare (Zimbabwe)
Involved in project execution of Ferro chrome as Head of Project
- 2. Head project for the execution of Tin project at Jos (Nigeria) from June to oct'18)

[The Detailed CV is given below :](#)

Rajiv K. Thakur

1304 Sai Ansh, Plot # 7, Sect # 11
Opposite Juinagar Rly Station
Sanpada,
Navi Mumbai -400705
Mobile : +919820357954
Email - samidhathakur@gmail.com



D. EDUCATION:

- B Tech in Metallurgical Engineering – 1982
- PG Diploma In Mechanical, Metallurgical & Electrical Engineering - 1983
- M.B.A -1994

E. TRAINING & MANAGEMENT COURSE ATTENDED:

- 18 months in-plant training as graduate trainee (GT) at the integrated steel works (TISCO) in various operating and service departments.
- 3 Months Management Course at XLRI, Jamshedpur
- Management Programme: on subject such as Credit Management, Industrial Marketing, Negotiation Skills, Dealership Network, Accounts & Finance for Managers as well as other Programme relating to marketing and sales.
- Product orientation course: Attended at Tata Steel, JSW(Ispat Ind), JSPL & Conares Metals to cover various existing products & Development of New Products & Processes.
- Total Quality Management: Product by Product Programme –covered the methodology to be adopted for quality improvement programme to improve the level of efficiency within one's area of operation.
- Proficiency in Computer with respect to MS Office(MS Words, Excel & Power Point)

F. ACHIEVEMENTS

- Implemented **MY SAP CRM** in JSW (Ispat Industries) to achieve the major Business Benefits of Sales Force Automation, Customer Complaint Management, Marketing planning Processes. Integration of demand planning(Starting from Sales Forecast) to supply network planning & global availability to promises.
This improved the efficiency of the Business Processes related to marketing, Sales, Services & information System related to all analytics . It also resulted in improved level of Customer order fulfillment cycle.
- Member of the Task Force in implementing **EVA (Economic Value Addition)** in JSW(Ispat Industries Ltd)

G. COUNTRIES VISITED: Germany, France, Italy, Spain, Iran, Turkey, Holland, Bulgaria, Egypt ,Saudi Arabia , Oman , UAE, Qatar, Bahrain, Nigeria, Kenya, Sudan,Zimbabwe etc.

H. Deputation to Kremikovtzi, Sofia, Bulgaria(Europe) Jan '06 to Feb'07

Deputed to Kremikovtzi , Sofia (Bulgaria) East Europe as Director of Marketing .

Reporting to Executive Director (Marketing) & Responsible to Sale & Marketing of HR Coils/ Sheets, Cold Rolled , Galvanized, Pre painted & By Products of Iron & Steel plant in Overseas & Domestic Market (1.7 Million Tonnes/ Annum), Customer Services, CRM, Product Development(New /Value Added Grades) & other Marketing related activities in **Eastern Europe , Germany ,Turkey etc.**

Financial Management

Develop annual budgets that support operating plans and submit budgets for board approval Achieve or exceed company's financial targets (EBIT, Cash). Involved in P & L activity Prudently manage the organization's resources within budget guidelines according to current laws and regulations Promote services that are produced in a cost-effective manner, employing economy while maintaining an acceptable level of quality. Ensure that all businesses practice appropriate accounting procedures in compliance with the relevant accounting system. Provide prompt, thorough, and accurate information to keep the board appropriately informed of the organizations financial position

I. WORK EXPERIENCE: (*Refer Enclosure for International Exposure*)

Mahindra Sanyo Special Steels P Ltd from Nov;18 onwards

Mahindra Sanyo Special steel is a part of Mahindra group which is one of the most prestigious Group of India, with a turnover exceeding US\$ 15 Billion.

Mahindra Ugine Steel Co Ltd(MUSCO Steel) has now become a Joint Venture between Sanyo Special Steel Co Ltd(SANYO), Japan & Mitsui & Co Ltd(MITSUI),Japan & the JV has been named as Mahindra Sanyo Specil Steel P Ltd.

Vice President (Head of Marketing): Overall Incharge of Marketing & sales Activities for Domestic & International Market

Area of Responsibility:

Reporting to Chief Marketing Officer(CMO)

Looking After Marketing & Selling Activities of Special Steels (Alloy Steel) Rounds, RCS , Ingot etc for Bearing Segment , Oil & Gas, Auto Forgers, Engineering & other Automobile Application

Balasore Alloys Ltd , Kolkata from April'17 to Oct'18

Balasore Alloys, formerly Ispat Alloys Limited is part of the renowned Ispat group of Companies, a major business house in the country, promoted by the Mittals. The group's companies are spread across several countries besides India.

Balasore Alloys was incorporated in the year 1984 at Balasore, Orissa and at present it has 5 furnaces with total capacity of 57 MVA to produce 150,000 MT bulk Ferro Alloys per annum.

With multiple furnaces of different capacities, the company has the flexibility to produce different types of Ferro Alloys as per market dynamics

Sr Vice President (CRM) : Overall In charge of Marketing & Sales Activities for Domestic & International Market.

Area of responsibility

Mapping of global FeCr consumers, segment wise (SS, Alloy & Special Steel , Forging & Casting). Rating and customer selection based on Capacity, Demand and matching our product basket. Classify OEMs, Traders & Agents separately. Making strategy to convert spot OEM to Long term customers. Tie up for the Long term off-take agreement for at least 50% of the capacity. Linking of price with the Bench Mark. Customer visits and Customer Services.

Visiting faculty(Professor) at the following Institutes for MBA IIIrd & IVth Semester

1. Faculty of Management Studies(FMS), BHU, Varanasi (2006-2007):
2. SIES Management College, Navi Mumbai, 2008:
3. Regional College of Management, Bhubaneswar(2011-2013)
January '16 to March '17
4. Bharati Vidyapeeth Institute Of Management Navi Mumbai
5. IEIBS Akademia Mumbai
6. Rajeev Gandhi College of Management Studies, Navi Mumbai

Topworth Group of Companies,Mumbai from Sept'13 to Dec15.

The Group is in Iron & Steel, Aluminum, Pipes for Oil & Gas transportation, Infrastructure and related products for more than a decade. The Group has made forays into captive power generation and coal mining with significant presence in the State of Maharashtra, Chhattisgarh, Madhya Pradesh, Himachal Pradesh, Delhi, Odisha , Gujarat etc

- **Head of Marketing & Sales** : Overall In charge of Marketing & Sales Activities on All India Basis.
Area of responsibility
 - Responsible for Marketing & Selling of long Products (Structural Steel,TMT, **Spiral & ERW Pipes**, Billets, Sponge Iron etc.
 - **Retail Sales of TMT thro Dealers Network & Participation of Domestic & International Tenders of Spiral Pipes for water , Oil & Gas Pipelines.**
 - **Development of Channel partners in District, Taluka etc. for TMT as well as Structural Steel Sale.**
 - Fix up targets to all branch offices for sale, net realization and revenue collection.
 - To keep tabs on competitors' activities and a regular monitoring of products performance and commercial terms offered by the competitors'
- **Jindal Steel & Power Ltd(JSPL), Aug'10 to Sept'13**
Jindal Steel & Power Limited (JSPL) & JPL, a part of US\$ 12 billion Jindal Organization, has business interests in steel production, steel products, power generation, mining, sponge iron, Ferro chrome and heavy machinery
 - **Regional Manager(Associate Vice President)-**
 - **Central Region till June'11**
 - **Eastern Region July'11 to Sept'13 for Steel & Pre Fabricated Structure**
- Overall In charge of Marketing & Sales Activities of Eastern India reporting to Unit Head.
Area of responsibility
 - Responsible for Marketing & Selling of long, Flat Products, Pre Fabricated Structure,LGS(Light Gauge Structure) in General as well as Special Steel (High tensile, API, Wear Resistant , Boiler Grades etc. & also Identifying new product/ market segment and expanding existing level of operation.

- Fix up targets to all branch offices for sale, net realization and revenue collection.
- Market Survey for our value added & special Grades steel for long & flat products.
- Marketing & selling of Angul Plate Mill Products , Pre fabricated Structure .
LGS & Speedfloor

- **Conares Metal Supply Ltd, Jebel Ali, Dubai, UAE (July'09 to July'10)**

General Manager Marketing & Sales(Export+ Domestic): In charge of Marketing & Sales activities & responsible for all activities of Sales & Marketing right from Billets , Rebars, Wire Rods, Pipes, Plates, Structural etc.

Reporting to the Managing Director.

- **Shadeed Iron & Steel Co Ltd, Sohar , Oman(Aug'08 to July'09)**
Head of Marketing & Sales (Export + Domestic): Overall in charge of Marketing & Sales activities of Shadeed,

Reporting to the Managing Director.

- **Ispat Industries Ltd (JSW) from April'03 to July'08.**

Vice president & Head Value Added Products Marketing

Reporting to President Marketing and responsible for sale of Value Added Grades of HR. Coils / Plates in Domestic & Export (approx. 100,000 Mt. per month), revenue collection & Development of New Grade of steel & Customers for Domestic & Export.

Job profile:

- Identifying new product/ market segment and expanding existing level of operation through regular interaction with the potential buyer. Develop innovative marketing strategies to remain leader in the market place for HR Coils/ Sheets
- Responsible for sale of HR Coils /Sheets to the manufacturer of Automobile, Cold rolled, Saw Pipe, LPG cylinder & also to various project , allied industries for domestic and international customers
- To keep tabs on competitors' activities and a regular monitoring of products performance and commercial terms offered by the competitors'.
- Judicious use of credit to selected customers on the basis of their performance and assessment of credit worthiness by study of balance sheets.
- Fix up targets to all branch offices for sale, net realization and revenue collection.
- Responsible of setting up base of company in E U .

- **Welspun Gujarat Stahl Rohren Limited [WGSRL] (from Feb'01 to march'03)**

Welspun group of industries has diversified interest starting from yarn, terry towel to manufacture of saw pipes. WGSRL is engaged in manufacturing spiral saw pipes, longitudinal saw pipes and fabricated pipes in API and structural grades. The group turnover was Rs. 4000 crores in 2006-2007. Out of this the share of WGSRL is Rs. 3000 crores. It is

the largest Saw pipes manufacturer in India. It has been awarded with a “recognized export house” Year after Year.

General Manager (Client Services), WGSRL, Mumbai.

Report to president and responsible for procurement of HR. Coils / plates (approx. 20,000 MT. Per month), technical inputs for tender bidding, costing and close liaison with the plant for execution of orders (from raw material to the payment collection).

Job profile:

- a. Identifying new sources(Domestic & International), for procurement of H. R. Coils and plates in API grades at the most competitive price.
- b. Inventory control of raw material and finished product at the plant.
- c. To keep a pulse on HR Coils / plates price, domestic as well as international markets and a regular interaction with all manufactures of HR. Coils and plates in India and selected few in international market.
- d. Import of API grade plates for export order from CIS country, Japan, Korea, Germany etc. Familiar with all the formalities involved in import /export.
- e. Procurement of coating material from international market for the sister organization viz. Eupec-welspun pipe coating (i) ltd. (a joint venture company with EUPEC GMBh, Germany). Eupec-Welspun is a coating plant for coating of saw pipe with epoxy and polyethylene..
- f. Production planning for spiral, longitudinal, Coating plant.
- g. Coordinate dispatches of pipes including export.

• **Bhushan industries ltd. (May'97 to Jan'01)**

Bhushan group industries being one of the largest manufacturer of cold rolled sheets/coils in India with all overall turnover of over Rs. 1,500.00 Crores per annum. It is market leader in cold rolled sheets/coils.

Chief of marketing (CRM) CR. Division, Chandigarh

Reporting to Vice President and responsible for sales, marketing, revenue collection, product development etc. On all Indian basis.

Job profile:

- New product/market segment- identification & expansion from the existing level.
- Sale of cold rolled sheets/coils to automobile, bearing, container, cycle, precision pipes, electrical stampings and other allied industries on all India basis.
- Tabs on competitors' activities and a regular monitoring of products performance and commercial terms offered by the competitors'.

- **Tata Steel Ltd. (from August, 1982 to April, 1997)**

A. Area Sales Manager, Chandigarh (May, 1996 to April, 1997): Reporting to Chief sales manager (N), New Delhi and responsible for the overall turnover of rs. 100 crores per annum.

Major responsibilities:

- a. To assess and identify the market for new products/grades through regular meeting and organizing seminars/workshop with technical experts of TISCO plant to make the actual products consumers aware of quality and economic viability of new products / grades.
- b. Sale of various steel items in Chandigarh.
- c. Sale of galvanized sheets, black sheets, structural through dealer net-work.

Accomplishment in this position:

- a. Implementation of IS:9002 procedure.
- b. Higher net realization and revenue collection on the basis of planned product mix.

B. Dy. Branch Manager, Sales Office, Jalandar (November, 1993 to May, 1996)

C. Regional Product Manager (Special steels), Calcutta (January, 1993 to November, 1993)

D. Sr. Assistant Manager (Marketing Division, Special Steels) Jamshedpur (October, 1989 to December, 1992)

E. Sr. Quality Assurance officer TISCO-works, Jamshedpur (August, 1987 to September, 1989)

F. Sr. Metallurgist TISCO works, Jamshedpur (November 1983 to July, 1987)

G. Graduate Trainee with integrated steel work (August, 1982 to October, 1983)

Training in various operating and service departments of Tata Steel to familiarize the process

Rajiv K Thakur

INTERNATIONAL EXPOSURE:

Country Visited & Business Done:

Germany, France, Italy, Spain, Iran, Turkey, Holland, Bulgaria, Egypt, Saudi Arabia, Oman, UAE, Qatar, Bahrain, Nigeria, Kenya, Sudan etc

European Market:

Germany, France, Italy, Spain, Holland, Bulgaria etc.

Exported to the above Countries & Had business for the following Products:

- A. Hot Rolled Coils/ Plates: High Tensile Grades, Steel for Oil & Gas Pipelines, Automobile Industries, Capital Goods, Pre Engineered Building (PEB) Etc.
- B. Cold Rolled (CR) Coils/Sheets: Automobile Industries for the Inner & Outer Body Panels, Galvanized & Prepainted Industries, Furniture etc.
- C. Galvanized Coils/ Sheets: Roofing purpose, A/C Duct, Automobile Components, PEB, Fencing, Consumer Durables (CD) Industries etc.
- D. Prepainted Coils/Sheets: Automobile, PEB, CD Industries, Roofing, Fencing

US Market:

- A. Galvanized Coils/ Sheets: Roofing purpose, A/C Duct, Automobile Components, PEB, Fencing, Consumer Durables (CD) Industries etc.
- B. Prepainted Coils/Sheets: Automobile, PEB, CD Industries, Roofing, Fencing.
- C. API Grades Steel upto X 70 for the Gas Pipelines

China Market:

- A. Iron Ore
- B. Galvanized Coils/ Sheets: Roofing purpose, A/C Duct, Automobile Components, PEB, Fencing, Consumer Durables (CD) Industries etc.
- C. Prepainted Coils/Sheets: Automobile, PEB, CD Industries, Roofing, Fencing.
- D. CR Coils /Sheets

Asia , Middle East

Iran, Turkey, Saudi Arabia , Oman , UAE, Qatar, Bahrain,Nepal

- A. All sizes of Structures like I SBM (Indian Standard Beam), I SMC(Indian Standard Channels) , I SMA(Angles) & H beam
- B. Billets for conversion into TMT Bars & Structural
- C. API X 65, X 70 & Sour Gas Application Steel for Helical (Spiral) Pipes for Oil & Gas Applications in countries like IRAN, TURKEY & Saudi Arabia
- D. Crash Gurad Steel for the Highways
- E. Cold Rolled(CR) Coils/Sheets: Automobile Industries for the Inner & Outer Body Panels,Galvanized&Prepainted Industries, Furniture etc.
- F. Galvanized Coils/ Sheets: Roofing purpose , A/C Duct, Automobile Components, PEB , Fencing, Consumer Durables(CD) Industries etc.
- G. Prepainted Coils/Sheets: Automobile , PEB , CD Industries, Roofing , Fencing
- H. TMT Bars

Africa

Egypt ,Nigeria, Kenya, Sudan etc.

- A. Billets for conversion into TMT Bars & Structural
- B. All sizes of Structures like I SBM (Indian Standard Beam), I SMC(Indian Standard Channels) , I SMA(Angles) & H beam
- C. Galvanized Coils/ Sheets: Roofing purpose , A/C Duct, Automobile Components, PEB , Fencing, Consumer Durables(CD) Industries etc.
- D. Prepainted Coils/Sheets: Automobile , PEB , CD Industries, Roofing , Fencing
- E. Hot Rolled Coils/ Plates: High Tensile Grades, Steel for Oil & Gas Pipelines , Automobile Industries , Capital Goods , Pre Engineered Building (PEB) Etc
- F. TMT Bars