

## **CURRICULUM VITAE**

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DATE OF BIRTH : 17.08.1972

MARITAL STATUS : Married

ACADEMICS : (I) Bachelor Degree in Mechanical Engineering ( **BE- Mech First Class** )  
**From Regional Engineering College( NIT–Silchar )**

(II) Diploma in Management Studies ( **PDMS** ), **AMA -Ahmedabad**

KNOWLEDGE OF COMPUTERS : Working Knowledge of AUTOCAD and MS Packages.

LANGUAGES KNOWN : English, Hindi, Gujarati

WORK EXPERIENCE : 25 Years.

### **FROM JULY 2019 TILL DATE**

DESIGNATION : **GM Sales**

ORGANISATION : **Macons Equipments Pvt Limited**

#### **JOB PROFILE:**

Planning & managing the Business for sales operation of Batching Plants.  
Understand the economic environment, business scenario, competitors strategies and set clear goal and priorities for the regions.  
Identify the Measure of Performance( MOP/KRAs ) covering all the aspect of business and proactively drive initiatives to achieve the targets.  
Planning and achieving sales volumes ,spares and other business.  
Drive implementation of various systems ,projects ,initiatives as per organization requirements for sustained business growth.  
Carrying out selection of new dealerships and provide recommendations for Dealer resignation and termination.  
Provide regular feedback to Product/Brand Management ,Product Development ,Customer Care on customer care/ dealers perceptions on launched products regarding product performance ,pricing ,promotions etc.  
Periodically review subordinates performance and implement actions to meet their Development needs.  
Conducting training sessions for Service Engineers, Technicians, Plant Operators in the region.

### **FROM DECEMBER 2013 TILL JUNE 2019**

DESIGNATION : **AGM Sales**

ORGANISATION : **M/s ETA Engineering Pvt Ltd, Ahmedabad**

#### **JOB PROFILE**

Responsible for Business development of **MEP/ Hvac** projects in the region.  
Oversee Estimation & Bidding of projects ( including D&B projects )in the region.  
Risk analysis of tenders and decision making.  
Handling Techno-commercial meetings with client ,negotiations and finalizing the projects.  
Arranging Pre- bid agreement & MOU's.  
Manage sales growth and individual sales effectiveness by reviewing sales activity schedule and Customer Contact plans.

Continuously interact and build rapport with Clients/Consultants and Architects in the region.

Coordinate with Project and Service team and attend meeting as and when required.

Vendor management.

Effective application of best practices, processes, systems and ownership of customer satisfaction & customer loyalty.

Team management and Branch administration.

#### ACHIEVEMENTS :

- Increased Branch Sales bookings from 8 Cr ( 2013) to 35 Cr in FY 2016-17.
- Established the brand presence as **regular HVAC/MEP** player in the region by taking approval from Clients, Consultants & Government bodies ( PIU,R&B,AMC,ISRO,MEGA etc.) & participating in their projects.
- Booked some of the **prestigious HVAC** projects such as **IIT Gandhinagar** ( 900 Tr Screw Chillers with Low side works- 12 Cr ),**SVP Hospital** - 2000Tr Chillers with Low side works-23 Cr , MEP work of **Multi Level Car Parking** System at GIFT City,Gandhinagar - 44 Cr.
- Bided ( Design & Built ) ,negotiated **Delhi International Airport Ltd ( DIAL)** Phase 3A (**305 Cr**) involving 9\*1000 Tr Centrifugal Chillers with VFD, SCADA and Low side works leading a team of Engineers .
- Approval and participation in several Metro (Ahmedabad Metro -MEGA ) over ground stations.
- Handled the **Operation & Maintenance ( In charge ) of GIFT District Cooling Plant** ( 10000 TR Centrifugal Chillers with VFD ) TES Tank, Electricals ,Fire Fighting, Leak Detection System & IBMS System with low side components ( Project Value -84 Cr ) from Feb 19-June 19.
- Handled the Hvac works of **SVPI Hospital** (2000 TR & Low side) for the period from Sep 2016 to June 2017.

#### FROM DEC 2012 TILL DEC 2013

POSITION HELD : **Senior Manager- Business Execution**  
ORGANISATION : **M/s Voltas Limited (DPG), Ahmedabad**

#### JOB PROFILE

Responsible for Project management, co-ordination and execution.

Ensure timely Billing ,collection and project profitability .

Planning and monitoring activities ,time schedules and taking corrective action as necessary.

Supporting Vendor negotiation ,order placement for timely availability of material within budgeted costs.

Ensure team deployment at site and drive motivation level of the team,

Complaint resolution.

Manage efficiency level and drive delivery for timely completion of the projects.

Ensure safe work practices at site.

#### ACHIEVEMENTS:

- Booked & Successfully executed the Hvac work of **Reliance SBR plant, Hazira** (150-TR\*3 Chillers, Precision AC,Air Handling Units &Low side)
- Booked and handled Erection work( Project Manager) at **Hyatt Regency** – Ahmedabad (500TR \*2 Chillers & Low side ,Fire Fighting & Plumbing works) .

#### FROM JULY 2007 TILL DEC 2012

POSITION HELD : **Sales Head**  
DESIGNATION : **Senior Manager- Business Development**  
ORGANISATION : **M/s Voltas Limited (DPG), Ahmedabad**

#### JOB PROFILE

Responsible for Business Development of **MEP/ Hvac** projects in the region.

Bidding for MEP Projects/Tenders - Estimation review, Bid preparation, Bid Appraisals ,Techno-commercial Negotiations and finalizing the projects.

Arranging Pre-bid Agreements and MOU's.

Risk assessment of Tenders and decision on risk mitigation matrix.

Manage sales growth and individual sales effectiveness by reviewing sales activity schedule and Customer Contact plans.

Sales of Hvac products i.e Chillers-Screw ,Scroll, Air Handling Units, PAC, Ductables, VRF, Ducts in the region.

Continuously interact with Clients, PMC's, Vendors and associated agencies in the region.

Co-ordinate and implement results of the Quality audits .

Monthly report and MIS.

## ACHIEVEMENTS :

- Increased the Branch Sales bookings from 16Cr (2007) to 78 Cr in 2011-2012.
  - Bided the MEP( D&B) works of -**TCS Garima Park , Gandhinagar -130 Cr-** Hvac ( 4000 TR) ,Electrical, IBMS, Fire Fighting & Plumbing works ) & Booked the Hvac scope 40 Cr
  - Booked Tata Motors ( Sanand) hvac scope (5 Cr )covering the **Disintegrated parts / components** shifted from their Singur Plant ( West Bengal ).
  - FEW MEP/HVAC PROJECTS BOOKED :**
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## BUILT ENVIROMENT :

Sachivalaya, Gandhinagar: ( Hvac and Fire Fighting works ) - 23 Cr, Inorbit Mall , Baroda ( Hvac) -8 Cr,Iskon Mall – 2.5 Cr, Hyatt Regency, Ahmedabad: ( Hvac ,Fire Fighting and Plumbing )- 17 Cr , PIU - Govt of Gujarat ( Siddhpur , Baroda ,Surat Civil Hospital - Hvac ) - 6 Cr, Indian Institute of Technology , Gandhinagar ( Hvac ) -12 Cr thru CPWD, Infilbnet Gandhinagar-3.5 Cr, Gujarat University Conventional Centre (3.5 Cr) ,BAPS Hospital Surat (90L),Wockhardt Surat (60L) Rajhans Regncy ( 800 HP VRF).

## INDUSTRIALS :

OPAL Dahej-Samsung Engineering 1&2 -14Cr, OPAL Dahej-Technimont -10 Cr , BHEL- GEB Ukai ( 2\*150 MW & Hazira 2\*350 MW) - 6 Cr , Ford Motors - Sanand -34 Cr ,Reliance Industries-Hazira SBR- 8 Cr, Reliance Industries – Jamnagar 3 Cr, Essar Steel - Hazira 5 Cr (3\*300 TR Screw) ,Adani Power Mundra- 2.0 Cr, IOCL Baroda-10 Cr,Gujarat Narmada Valley Fertilizer Company Dahej- 8 Cr,Tata Chemicals, Mithapur -3 Cr, Alok Industries Silvassa- Cr(240 Tr \*5 Nos Screw Chillers).Garden PFY(VAM & Screw Chillers ),JB Diamonds (Co-gen VAM ).

**PHARMACEUTICALS & CLEAN ROOM ::** Alembic Baroda (85 L),Banner Pharma (105 L), Intas Pharmaceuticals (80 L).Richer Themis (62L),Sun Pharma (42 L),Torrent (62L) Sidmak (73L),Food &Drugs Laboratory Baroda (60L )UCB Pharma (74 L),Cadila (46L),Famycare (36L),SAC (1.5 Cr ),IPR (2.4 Cr),ISRO-(1.12 Cr),Mcloyds Pharma-63 L.

## URBAN INFRASTRUCTURE :

Ahmedabad International Airport - ( HVAC and Fire Fighting works ) 11 Cr, Raja Bhoj International Airport, Bhopal - ( Hvac) -9 Cr, Surat Airport (1.5 Cr) , Porbander Airport ( 35 L)

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## FROM MAY 2005 TILL JUNE 2007

DESIGNATION : **Area Manager- South Gujarat &UT ( D&NH )**  
ORGANISATION : **M/s Voltas Limited (DPG), Ahmedabad**

## JOB PROFILE :

Handling Sales, Project & Services in the territory.

Enquiry generation ,Hvac system design ( **Heat load calculation, schematic layout design, equipment selection, Bill of Quantities preparation** ) ,Estimation ,Bidding, Negotiation and finalizing projects.

Carrying out Hvac Products sales directly and through a team of SSP's in the region i.e Chillers ( Screw, Scroll ,OTC) ,VAM Ductables & Variable refrigerant flow.

Channel development and supporting team to achieve business targets in the region.

## ACHIEVEMENTS :

- Established **the presence** of Voltas brand against strong hold of Bluestar in the region by booking several project in Diamond industry( JB,Venus,DN,Bhavani Gems etc) , Textiles and industrial projects .
- Booked **First VRF Project** for Voltas in Gujarat of Star Rays (30 HP )in 2006.
- Booked Voltas first **single largest** residential project of VRF in Gujarat- Rajhans Regency Towers ( 800HP) in 2006.
- Initiated the Development of Water Cooled/Air Cooled Scroll Chillers with **SS plate Type Heat Exchangers** for Laser Diamond Cutting Machines for South Gujarat territory and regularized the product in the region.
- Sold the Highest Nos ( 13 ) of VAC Chillers (Steam ,Hot Water & Co-generation )in a year.
- Supervised the installation & Commissioning of 200 TR **VAC ( Co-generation ) with Guascor DG set**( by client) for JB Diamonds, Surat.
- Booked several **retrofit projects** such as Venus Jewels (Surat) which involved **augmentation** of additional 2 Air Handling Units with their 500 Tr Centrifugal Chiller plant and supervised till commissioning .
- Booked and supervised installation & Commissioning of 3\*300 Tr **Dunhambush** Screw chillers for Essar Steel - 2 Hazira for their **Tandem & Skin pass** arrangement (Process application) .

**FROM MARCH 2001 TILL MAY 2005**

DESIGNATION : **Sr. Engineer -Sales**  
ORGANISATION : **M/s Voltas Limited( DPG), Ahmedabad**

**JOB PROFILE :**

Generating enquiries, Heatload estimation , **Hvac system design**( Heat load calculation, schematic layout design, equipment selection, Bill of Quantities preparation ) ,Estimation ,Bidding, Negotiation and finalizing projects.  
Carrying out Hvac product sales i.e Chillers( Screw, Scroll, OTC ) ,VAM ,VRF ,Ductables in the region.  
Product Sales through SSP's/Dealers in the region .

**ACHIEVEMENTS:**

- Designed , proposed DX System for Invent Cast ,Rajkot and booked the project. It paved way for Voltas entry into **Precision Casting industry** and several jobs were booked afterwards in this segment.
- Booked retrofit work of 5H40 DX System for Tata Chemicals Mithapur with Low side design work suitable for **Highly corrosive coastal** environment.
- Carried out **Energy Audit** for Essar Steel Bricket House & proposed for Scroll Chiller with Fan Coil Units against their existing Reciprocating chiller system and booked the project. Also, supervised the Erection and commissioning work of the system.
- Booked **Cartostat &Thermovac Clean room** project for Rocket parts manufacturing ,ISRO Ahmedabad.
- Booked FM Radio Mirchi hvac works for their Recording Studio requiring very low Db levels.

**FROM FEB 1997 TILL FEB 2001**

POSITION HELD : **Sales Engineer**  
ORGANISATION : **M/s GE Motors India Ltd**

**JOB PROFILE :**

Handling sales through Hvac OEM 's in the region i.e Blue Star ,Voltas ,Amtrex Hitachi etc  
Channel development and supporting sales in trade market.

Analysing market, gathering market intelligence ,growth potential & strategic handling.

Co-ordination with the R&D for new sample development and testing at client's end for approval.  
Carrying out "Customer Dashboard programs- A Six Sigma Initiative" for Quality improvements and On-Time Supplies.  
Value Engineering with client's technical team to meet competition.

**ACHIEVEMENTS :**

- Successfully **regularized** several FHP Motor samples in co-ordination with R&D team for Hvac OEM'S such as Voltas, Bluestar, Amtrex-Hitachi, Symphony etc.
- Carried out the "**Six-Sigma**" initiative for Product Quality improvement and On time Supplies with OEM's such as Amtrex-Hitachi for GE Frame 29 & Frame 39 motors.

**FROM MAY 1996 TILL JAN 1997**

POSITION HELD : **Sales Officer**  
ORGANISATION : **M/s Usha Shriram Ltd**

**JOB PROFILE :**

Achieving sales targets .  
Dealer network development for Consumer Durables products in the territory.  
Carrying out Sales promotional activities , Training &Service camps in the region .

**Place: Ahmedabad**

**(LAKSHMIKANT JHA)**