

## Personal Details

**SHUNMUGAM.M**

**PET Preform Marketing & Business Development** Result-oriented professional with proven career in conceiving & implementing effective strategies that can add value to the organization through rich experience and innovation excellence



tenkasiskreva@gmail.com



+91-9080914413

## Profile Summary

**Date of Birth:** 17<sup>th</sup> December 1973

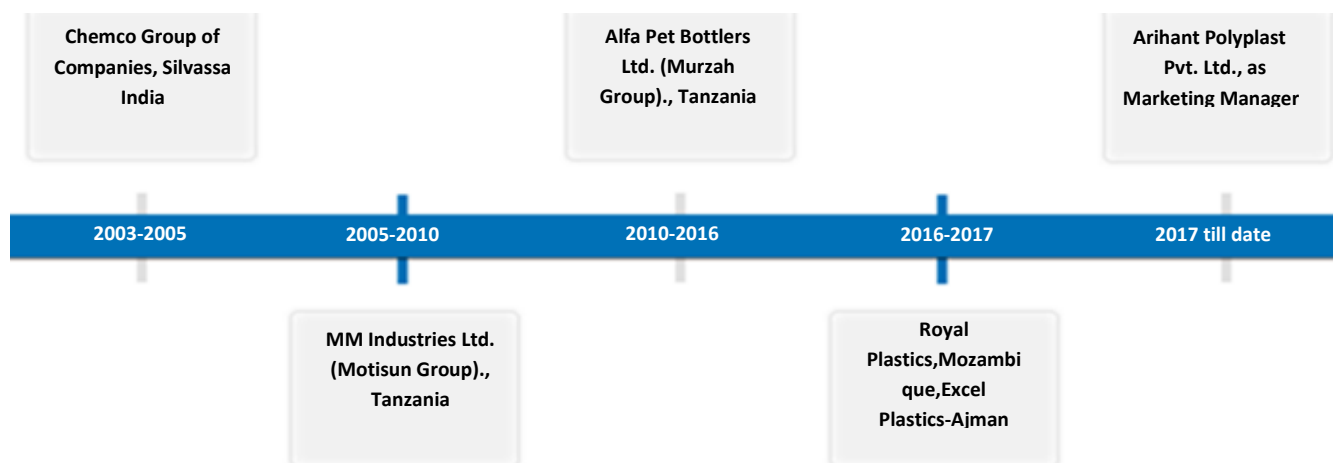
**Languages Known:** English, Tamil, Hindi and Shwali  
**Address:** 30A, Nainar Street, Tenkasi, Dt.: Nellai, Tamil Nadu- 627811

## Soft Skills



- A competent professional with **nearly 25 years** of experience in plastic & beverage industry; developed strategy for **various projects of Pet Preforms on Water, Juices and Closures for CSD & Packaged Drinking Water**
- Strong exposure across all phases of business including **setting up and commissioning & production operations and driving turnarounds & restructuring of plants**
- Comprehensive experience in devising significant solutions and managing layout planning, **day-to-day production, quality, timeline & scope for making effective utilization of man, machine, method & materials**
- Introduced new organizational change at all levels through the implementation of **Kaizen 5S', Kanban Systems, ISO 9001:2008 and HACCP**
- **Ensured reliable operations of Motisun & Murzah Group** by developing methods and upgrading manufacturing processes to eliminate waste, reduce cost and improve overall productivity & quality
- Proficient in **sales projections, budgets, cost-control systems** & standardized procedures designed for stable operations & bottom-line profits; strategic leader with capabilities in accelerating growth & improving profits
- Skills in determining a **business unit's mission & strategic direction**; capability to formulate and implement tactical initiatives as well as strategic advices to partners for achieving corporate strategic goals
- High integrity leader with distinguished success in **managing & leading teams for running successful plant & business operations** in effective with team members

## Career Timeline (recent 5)



## Core Competencies

### Business Development

Sales and Marketing

Quality Management

Payment follow-up

### Product Development

Operations & Maintenance

Project Execution

Team Management

## Notable Accomplishments Across The Career

- Successfully done marketing of around 150 million Tanzanian shillings per month in MMI
- Managed activities of Productive Maintenance (25 unionised hourly maintenance and 3 Engineering Supervisors and Stationary Engineer) resources and labour, repair and maintenance budget of 50,000 USD
- Analysed root cause for AA level increase and implemented corrective action for improved equipment performance
- Modified with scavenger equipment to aid & improve manufacturing process
- Directed the modification process for Ozone dosing

## Organizational Experience

### **May'17 till date: Arihant Polyplast Pvt. Ltd., as Marketing Manager Key**

#### **Result Areas:**

- Spearheading marketing activities for clients from Molding industry, PSF Polystaple fibre from waste PET bottle, Non-woven fabric manufacturers.
- Implementing measurable marketing strategies in line with the organizational business plan and developing channel specific strategy
- Following up from purchase order-delivery-till payment
- Taking feedback or update regarding customer experience through voice

### **Mar'16 - Apr'17: EXEL Plast- Dubai & Royal Group (Mozambique)**

#### **Key Result Areas:**

- Undertook measurement and provided solution for various problems like mould & machine water line blockage, injection cavity cleaning & upgraded water quality Advised to run on standard cycle time and maintained oil temperature
- Implemented QMS and imparted training for all staff

### **Apr'10 - Mar'16: Alfa Pet Bottlers Ltd. (Murzah Group), Tanzania as Plant Head**

#### **Key Result Areas:**

- Supervised overall planning, organization and management of all aspects of projects & maintenance operations, including plant operations, general administration, budgeting, planning and policy development
- Led day-to-day activities, production schedules, raw materials standardization, implemented quality tools and allocated work for achieving production targets Enhanced the prevalent production systems/ processes, identified loopholes if any and devised measures for elevating them and documented the same
- Set up the quality & maintenance standards, ensured optimum utilization & deployment of available resources to achieve organizational objectives

## Previous Experience

### **Aug'05 - Jan'10: MM Industries Ltd. (Motisun Group), Tanzania as Manager**

### **Aug'03 - Aug'05: Chemco Group of Companies, Silvassa, India as Plant In-charge**

### **Jan'00- Jul'03: Bisleri Pvt. Ltd., Mumbai as Shift In-charge**

### **Sep'98 - Dec'00: Padmini Polymers Ltd., Silvassa as Shift Supervisor**

### **Sep'96 - Aug'98: Mount Everest Mineral Water Ltd., HP as Management Trainee**

## Academic Details

- Pursuing MBA -marketing from Madurai Kamaraj University, Madurai
- Post Graduate Diploma in Plastics Testing and Processing Technology from CIPET (Central Institute of Plastics Engineering & Technology), Guindy in 1996
- Bachelor of Science (Chemistry) from M.D.T. Hindu College, Tirunelveli in 1995 with 74%

## Trainings

- Comprehensive course on Hydraulics in Yuken India Limited (Bangalore)
- Short Term Electrical Course from Kohinoor Technical Institute in Mumbai
- Kaizen Workshop Training (Six Sigma) in Tanzania

## ANNEXURE – EQUIPMENT PURVIEW

### Processing & Maintenance of all types of injection, blow, filtration and filling machines for PET

- ☐ Bottling line HILDEN
- ☐ (India)
- ☐ HYMECH(India)
- ☐ KRONES(Europe) AVE
- ☐ (Europe)
- ☐ Beverage Mixer (India)
- ☐ Ion exchange and ultra-filtration (India)
- ☐ PF6-2B-Version 1
- ☐ ASB-50 H II, 50 MB
- ☐ ASB-650, NH, NH-II
- ☐ AOKI 500LL 75 AOKI
- ☐ SBIII 350LL 40
- ☐ AOKI SBIII 250LL-50S
- ☐ EKOUEB 20 II SHYAM
- ☐ (SBSB 02 \_H)
- ☐ CHUMPOWER (TSS 6000,4000 & 1000)
- ☐ SIDEL (2cavity and 4 cavity)
- ☐ CMP/2000/H/2
- ☐ Extrusion Blown Film Plant (Kabra India)

### PET Preform Injection Moulding:

- ☐ HUSKY H160 RS45/42 & RS55/50
- ☐ JONWAI (Taiwan) 165PM Series (24 Cavity)
- ☐ JONWAI (Taiwan) 385PM Series (48 Cavity)
- ☐ JONWAI(Taiwan) 180SD series (24 cavity)
- ☐ KRAUSS MAFFEI KM 175 – 1900 CV DEMAG
- ☐ 120T
- ☐ Windsor (Sumo & Polo Series) 25T, 180T, 220T, 350T
- ☐ Super Max 130 S.P
- ☐ CSD 220
- ☐ JET Master 125T
- ☐ Fanuc Roboshot IBM –AO7B-1022-BOO51A00
- ☐ Toshiba 55,170 and 220 series

### Compressors:

- ☐ Low Pressure: ELGI, COMPAIR, BOGE AND IR (10BAR @400CFM) High
- ☐ Pressure: IR, CP, BOGE, TANABE (40BAR @ 580)
- ☐ Chiller: MATSUI, COOLTECH, SAPPHIRE (Dubai), KT (Taiwan)

### Products:

- ☐ Pilfer-proof plastic containers for Lubricants, Greases, Distempers, Paints, Resins, Fertilizers, Pharmaceuticals, Shampoo, Tea, Oils, Mineral Water, Liquor & Food Products