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| 6, Vaikunth Dham, Nana Pawshe Chowk,  Katemanivali P.O., Kalyan (E) - 421306 | **K.R. Ananthanarayanan**  **industrial s & m pro** | | (91) 9773396247  krananthanarayanan@gmail.com | |
| **Experience** | | | | |
| **Dy. Manager**  **(Contracts, Sales & Marketing)** | **NewAge Fire Protection Engineers Pvt. Ltd., Mumbai** | | January 2013 - Present | |
| 1. **Systems Division (January 2014 – Present)**   **Systems include Turnkey Gas Based & Water Based Fire Protection Systems, Special Hazard Fire Protection Systems & HAZOP Control systems.**   * Successfully negotiated & closed an INR 1.87 Crore sale with a 33% profitability for a LSTK Fire Protection Contract catering to a Navratna Oil & Gas PSU in just 3 months of moving to the new profile. The business was generated via a Cold Call Visit. * Managing high value turnkey Fire Protection Contracts with a single Order Value of INR 45 Crores with key focus in Oil & Gas and Petroleum Industry majors. Deeply involved in design, pre-engineering, technical discussions and demonstrations. Leading a result oriented team of 10 members ranging from Pre Sales Executives to Design & Application Engineers & Technicians for collaborative functioning of the Sales Contract cycle. * Reduced the cycle time for Proposal Delivery to the client by 50% thru implementation of a Customer Relationship Management tool designed & programmed in MS Access. The database is managed centrally by all teams, thus eliminating repetitions and revisions. Implemented numerous SOP’s & customized automated templates for pre-sales & quote level operations for effective & efficient functioning. * Christened as the ‘Bright Young Leader’ by the Chairman & CEO of the organization. * Introduced, incubated & implemented a new product line of Unmanned Aerial Surveillance Robots (UAS) / Quad-Copters, an erstwhile engineering university project with a vision to commercially market the same. Directed & co-ordinated various promotional activities including road shows & live demonstrations to Mumbai Fire Brigade, Maharashtra Fire Services. Exhibited & garnered huge response in the national exhibition, Fire India 2013. Also, conducted various state level demonstrations including Dept. of Police, Govt. of Uttar Pradesh. * Credited as a principal guest of honor speaker from the industry in **International Day of Forests** on March 21, 2014 in Lucknow organized by the Forest Dept., Govt. of U.P. The guests included veteran principal & chief secretaries of state, renowned IAS & IFS Officers. Presented the UAS to 200+ audience with key focus on **Surveillance in Forests & Disaster Management.** * Deputed on a Saudi Arabian assignment for Technical Presentation & Demonstration of the UAS and Business Development with a channel partner catering to Saudi Arabian Civil Defense & Military and Oil & Gas majors.  1. **Products Division (January 2013 – December 2013)**   **Products included over 75+ advanced active Fire Protection Equipment with leading brands sustaining for over 50 years.**   * Achieved & closed bottom line outside sales of INR 1.6 Crores in just 8 months of joining the organization. * Achieved a high strike rate of 35% thru BTL activities & cold calls alone. * Key Result Areas included Oil & Gas, Petrochemical, and Chemical & Pharma majors. * Developed business with 3 Institutional Channel Sales Dealers for Vapi, Daman & Surat regions, particularly for the resido-commercial sectors. * Successfully led and conducted the organization’s Annual Sales Meet 2013. Roles included that of a host, key speaker, analyst, presenter and closer. Heavily accredited & appreciated for demonstration of Leadership by the guest of honour, a widely acclaimed management guru, Mr. T. Subramaniam. * Successfully led the efforts for Brand Communications & Marketing activities in the national Fire India Exhibition 2013. Was involved from start to finish of the project. Achieved an increase of 20% footfall from the previous similar exhibition. Showcased 50+ products including UAS. * Introduced & developed a Communication forum conducted one day of every week which included prepared speeches, impromptu speeches, idea, concept & experience sharing. Was the key host & speaker in the forum. Garnered inclusive participation & exclusive support for this experiential learning programme. * Credited for high enthusiasm & motivational skills. | | | | |
| **Graduate Engineer** | Bajaj Auto Ltd., Pune | | July 2012 – October 2012 | |
| * Displayed initiative in Robotics programming right after 20 days of joining the organization & programmed a Fanuc Robodrill robot in the highly automated Chakan manufacturing plant for Cylinder Head Deburring of Motorcycle engines, an erstwhile manual operational activity. Achieved an increase of 12% in the process efficiency. Completed & handed over the On Site project in just 15 days, a feat achieved for the first time by a Trainee Engineer in actual operations while still in structured classroom Training & Development programme. * Was appreciated for the Robotic Deburring project widely across teams including engineering, operations & tool design. Was called to mirror the same project in the Aurangabad plant of M/s. BAL to increase process efficiency and achieve TPM initiatives. | | | | |
| **Graduate Intern** | **Bharat Petroleum Corporation Ltd., Mumbai** | | **May 2011 – July 2011** | |
| * Devised a solution for a persistant problem of Slop / waste generation in Lube Oil Manufacturing. Hence, researched & proposed the solution of Dessicant Dehumidification to reduce the Relative Humidity of Air for process use from 75% to 1%, thereby reducing Slop by 90%. * Conducted a Work & Time study for Standardization of Dry Air Flushing process which showed an estimated total saving of 6 manhours. | | | | |
| **Diploma Intern** | Siemens Ltd., Mumbai | | Dec 2007 – Dec 2008 | |
| * Was deeply involved in the in-house development of sheet metal components for Panel Manufacture & Assembly. Sole handedly designed & engineered sheet metal component manufacturing drawings with GD & T. The design, drawings & documentation was successfully approved & released for manufacturing. * Implemented a New Storage System for Work Space Optimization with 71% floor space utilization & thereby reducing inventory carrying costs which reduced by close to INR 1crore YOY. | | | | |
| **Education** | | | | |
| **B.Tech Mechanical Engineering** | **Veermata Jijabai Technological Institute (VJTI), Mumbai** | | **August 2009 – May 2012** | |
| * CPI : 8.4 on a scale of 10, Class Rank : 04 out of 74 students * Majors : CAD / CAM, Thermal & Fluid Sciences, Design Engineering * ISHRAE Scholar * Ratan Tata Trust Scholar * Dorabji Tata Trust Scholar | | | | |
| **Licentiate Diploma in Mechanical Engineering** | | **Veermata Jijabai Technological Institute (VJTI), Mumbai** | | **July 2005 – May 2009** |
| * Score : 90.54 %, Institute Rank : 02, State Rank : 12 * Awarded & honored the prestigious ‘Sir Pherozeshah Mehta Silver Medal’ for Institute Overall Second Position by Shri Nusli Wadia, Group Chairman, Bombay Dyeing. * Freshman Bronze Medal * Bagged various Institute Scholarships & Sports Participation certificates | | | | |
| **Co-Curricular, Extra Curricular & Volunteering Leadership** | | | | |
| * Participated in the SAE Aero Design West 2011 & 2012 for Design, Manufacture, Testing & Flying of an Unmanned Aerial Vehicle. Was deeply involved in Operations. Led the marketing team of 2 in 2011 & 9 in 2012 to accomplish project sponsorships and brand promotions. Our team achieved the Best Presentation Award. Founded the Non Profit Society, AERO VJTI in the institute to develop & nurture student interest & participation in the Aeronautics space. * Designed & Developed an Unmanned All Terrain Vehicle, participating in the DRDO National Student Competition. * Winner of the ‘Logomania’ in the Institute’s National Annual Technological Festival, Technovanza 2012. * Event Organizer, ‘Airborne’ in the Institute’s National Annual Technological Festival, Technovanza 2012. * Volunteered for the Energy Estimation survey in Thane District by conducting door to door surveys, understanding the energy issues faced by the residents. This project was an assistance to the ongoing Doctoral research thesis project on Sustainable Energy models by the Institutes professor at the University of Delaware, USA. * Designer for ‘Little Zizou’, an event showcased in the National Annual Technological Festival, Technovanza 2010. * Sponsorship Manager for Institute’s Annual Alumni Meet 2009. * Class Representative Leader from 2010 – 2012. * Designed & Developed a working model ‘Agricultural Robot’ as a part of Institute’s Socio Technical Project in 2007. | | | | |
| **Additional Skills - Languages and Technologies** | | | | |
| * **SolidWorks, AutoCAD, Python, MATLAB, Visual Basic, Wolfram Mathematica.** * **Microsoft Office, Microsoft Dynamics CRM, Microsoft Publisher, Adobe Illustrator, After Effects, Photoshop**. | | | | |