



## ROHIT GUPTA

Entrepreneurial & Visionary Professional targeting senior level assignments in **Production, Manufacturing, Operations, New Product Development, Project Management, Supply Chain & Business Excellence** with a leading organization of repute



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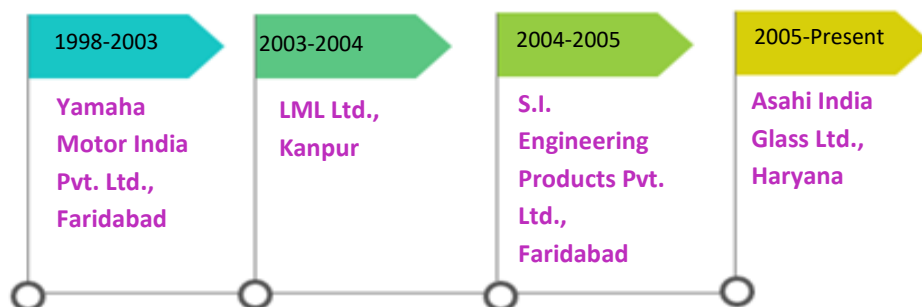


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## Career Timeline



## Executive Profile

- ❖ Chronicled success of **over 22 years** of extensive experience in **Production, Manufacturing, Operations, New Product Development, Project Management, Supply Chain & Business Excellence**
- ❖ Enterprising leader with a solid record of contributions that streamlined Operations, invigorated businesses, heightened profitability and enhanced internal controls; directed cross-functional teams using interactive and motivational leadership
- ❖ Adept in managing Business Operations with focus on top-line & bottom-line performance and expertise in planning strategies, defining targets, resource administration and allocation of manpower, staff training, motivation & mentoring
- ❖ Devised significant solutions, managed day-to-day Production & Manufacturing Operations and projects to make effective utilization of man, machine, method & materials
- ❖ Proficient in administering Manufacturing process to generate and develop quality products
- ❖ Skilled in managing Operations involving resource & materials planning, in-process inspection, team building and coordination with the internal departments
- ❖ Proven track record of accomplishing pre-set Manufacturing targets much before the stipulated time frame
- ❖ Adept in formulating maintenance policies for preventing machine failures
- ❖ Hold the distinction of devising effective measures for enhancing machine life
- ❖ Distinctive ability of devising and implementing substantial measures for improving product quality and minimizing rejections
- ❖ Drove implementation of World Class Manufacturing practices like TPM, TQM, PE and 5S
- ❖ Exhibits a strong approach for sustaining / encouraging safe work environments, and possess capabilities to streamline operations
- ❖ An effective communicator with good analytical, decision making and interpersonal skills
- ❖ Excellence in planning, executing, managing and spearheading engineering activities involving New Product Development
- ❖ Worked closely with all major OEMs like Suzuki; Toyota; Honda; VW; TML; M&M; Hyundai, Ford etc to establish their new upcoming car models within customer milestone by designing, implementing and monitoring project development schedules
- ❖ Well versed in Design and Development of Special Tooling for Automotive glass processing and glass handling applications
- ❖ Skilled in developing new Vendors for obtaining timely procurement of spares & equipment at cost effective prices to ensure smooth execution of projects
- ❖ Steered new project titled "Pak Suzuki Project" (a Joint Venture of Suzuki Motors Ltd) since Jun'2017 involving Installation & Commissioning of Green Field Automotive Glass Plant as well as conducting tests & inspections to ensure operational effectiveness
- ❖ Streamlining the system & procedures for effective Inventory Control
- ❖ Proven track record of utilizing process-oriented approach towards the accomplishment of cost, profit, service and organizational goals
- ❖ Skilled in conceptualizing strategic product marketing plans for a product or product line through market research, competitive analysis, pricing, customer engagement and business planning

## Education & Credentials

- ❖ B.E. (Mechanical) from Malviya Regional Engineering College (MNIT), Jaipur, Rajasthan University with 65% Marks

## IT Skills

- ❖ MS Project, Windows 2007, MS Office and Internet Applications
- ❖ Conversant with Auto CAD, CATIA V5

## Certification

- ❖ Certification in Team Management
- ❖ Associate Member of SAEINDIA

## Professional Experience

**Since Nov'05 with Asahi India Glass Ltd., Haryana**

Growth Path:

Nov'05 - Dec'08	Section Head (Business Development Engineering)
Jan'09 - Dec'11	Unit Head (New Product Development & Knowledge Management)
Jan'12 - Oct'18	Unit Head (New Model Development)
Jun'17-Nov'19	Head- Technical Support Pak Suzuki Project & New Initiatives
Since Dec'19	Head – Supply Chain Management & Process Excellence

### Key Result Areas:

- ❖ Overseeing entire production operations for accomplishment of pre-set targets.
- ❖ Scheming & implementing systems, processes and procedures to facilitate smoother functioning of overall production operations and enhance operational efficiency
- ❖ Analyzing existing processes, identifying bottlenecks and executing result-oriented measures for alleviating them.
- ❖ Devising maintenance plans for diminishing machine downtime levels owing to breakdowns, repairs etc.
- ❖ Planning and effecting predictive & preventive maintenance schedules for various equipments to increase machine up time & equipment reliability
- ❖ Undertaking measures for minimizing the quantity of wastages/ reductions.
- ❖ Applying quality concepts such as TPM, TQM and 5 S for enhancing output levels.
- ❖ Following ISO / TS-16949 and Quality Management Systems to achieve goals in line with short & long term strategies & targets
- ❖ Periodically interfacing with customers for resolving their product related problems.
- ❖ Coordinating with suppliers for obtaining inputs as per the specifications.
- ❖ Monitoring performance of subordinates for ensuring accomplishment of KPI targets.
- ❖ Reviewing and finalizing annual budget
- ❖ Conceptualizing & screening projects and conducting feasibility studies, research & coordinating to determine the viability based on the technical, financial & economic parameters
- ❖ Creating an environment that sustains & encourages high performance; motivating teams in optimizing their performance
- ❖ Meeting customer milestone by designing, implementing and monitoring project development schedules for new models or engineering changed parts from order receipt to start of mass production (initial three months of the mass production)
- ❖ Specification freezing with customers as per design requirement and negotiating for the changes as per process bottlenecks
- ❖ Planning, organizing, leading and coordinating activities of all programs across all disciplines to ensure delivery of Programs within parameters of time, cost and quality consistent with specification and client requirements
- ❖ Effectuating cost saving initiatives by introducing VA/VE proposals, advance product, process technology, and eliminating / substitute process use of alternate material for optimizing drawing specifications
- ❖ Supporting Design in Conceptualizing, providing inputs for better Ergonomic, Cost effective & User Friendly Design
- ❖ Handling maturation of product quality during development period
- ❖ Actively involved in establishing the system for initial control activity after transferring the models for mass production.
- ❖ Developing child parts and their quality maturation in line with project plan
- ❖ Instilling Business Excellence through system re-design, better asset utilization, Productivity & Quality Improvement initiatives
- ❖ Developing new products using research, customer feedback and other methods of information gathering
- ❖ Implementing communication strategies, such as campaigns, to attract customers
- ❖ Establishing Quality Management Systems across various processes to reduce rejection levels and ensuring high quality standards at all the stages of production
- ❖ Improving Supply Chain function at AIS Auto Services with the aim of moving from Standalone function to Shared Services Concept for Supply Chain Management functions viz Planning, Purchase, Logistics & Contracts.

### Career Highlights:

**Since Nov'19 with Shield Autoglass Ltd., Haryana (AIS Group Company) Head – Supply Chain Management & Process Excellence**

- ❖ Instrumental in Analyzing and modifying the process of Material Requirement Planning and developed MRP sheet
- ❖ Successfully Created and Implemented New Coding system for Glass in ERP
- ❖ Significantly Simplified process of Purchase function by developing algorithms and logics in ERP system
- ❖ Adeptly Developed system for monitoring and optimizing inventory at Centres
- ❖ Pivotal in Development of new suppliers for High End Glass to reduce COGS
- ❖ Actively Studied the replacement market for Commercial Vehicles and developed supply chain for the same
- ❖ Proficiently Developed criteria & score sheet to evaluate the performance of WE Centres on monthly basis
- ❖ Successfully Prepared Annual plan for TQM activities and its implementation
- ❖ Known for Increasing DIFOT to > 95%.

**Jun'17-Nov'19 with Asahi India Glass Ltd., Haryana Head- Technical Support Pak Suzuki Project & New Initiatives**

- ❖ Successfully Steered new project titled “Pak Suzuki Project” (Techno Auto Glass (TAG) - a Joint Venture of Suzuki Motors Ltd) since 2017
- ❖ Provided technical assistance to TAG team in selection and procurement of equipments; designing of shop floor and plant layouts
- ❖ Lead the activity of Installation and Commissioning of equipments at overseas location for Laminated & Tempered Glass plants
- ❖ Training and development of Techno Auto Glass team in glass operations, functions, processes, quality inspection & testing.
- ❖ Successfully lead TAG team in customer audits for plant approval for Mass Production supply
- ❖ Played significant role in development of samples and its approval from Suzuki Motor Ltd, Japan for start of Mass Production supplies.
- ❖ Played stellar role in preparing road map for implementation of I 4.0 at AIS

- Jan'12-Oct'18 with Asahi India Glass Ltd., Haryana Unit Head (New Model Development)**
- ❖ Studied the new model development process for Asahi Glass Co, Japan and attended training at HO, Japan in order to strengthen new model development process at AIS
  - ❖ Implemented “Global Production Preparation Management System” in the New Model Development area of AIS
  - ❖ Successfully established full-fledged new model development system and tooling manufacturing facility at Taloja plant of AIS
  - ❖ Successfully established the CAD/CAM facility for in house design and development of inspection gauges & tooling; Integration of CAD/CAM facility with measuring equipment like CMM for validation in AIS.
  - ❖ Reduced the new model development lead time from 90 days to 45 days by taking the initiative of in-house design and development of tooling & gauges
  - ❖ Successfully completed Indigenization of Special Purpose Tooling for Backlite range of glasses resulting in cost reduction of 70% and lead time reduction of 40%; all tooling now being designed and fabricated in-house
  - ❖ Established VW global projects VW250;VW251; Skoda A7, VW216
  - ❖ Established Assembly / Added Value Operations at Pune & Kadi locations
  - ❖ Instrumental in designing & setting up of Assembly Line for Assembly of 3 Face & 2 Side Molding at AIS
  - ❖ Successfully established Assembly process for gasket rim around glass for customers viz, MSIL; M&M; Toyota; Fiat; GM etc
  - ❖ Active core team member of “Deming Award” application for TQM (Total Quality Management) implementation.
  - ❖ Played stellar role in getting TPM Excellence award for AIS (Pillar Chairman–Office TPM and Pillar Vice Chairman-Kobetsu Kaizen)

- Jan'09-Dec'11 with Asahi India Glass Ltd., Haryana Unit Head (New Product Development & Knowledge Management)**
- ❖ Developed New Technology Products for the Auto Segment like Solar Control Glass, IR Cut Glass, PET Windshield, Water Repellent Glass and Acoustic Glass
  - ❖ Completed product costing for Extruded Windshield and Water Repellent Glass
  - ❖ Created knowledge manual on Auto Glass for providing training and awareness within AIS on New Technology products
  - ❖ Successfully lead AIS teams at various Technology Day held at premium OEMs viz MSIL; Toyota; TML; M&M; Honda etc
  - ❖ Trained a team of 40 young engineers in manning product stalls at various Technology events and glass fairs
  - ❖ Actively participated in customer interactions / events for promotion and testing / validation of new Technology Products
  - ❖ Successful in getting new Technology products introduced in many customer vehicles
  - ❖ Established evaluation criteria for registration & introduction of new materials in categories - PVB; Ceramic Inks; Silver Paste etc
  - ❖ Prepared and implemented New Product Development Road Map

- Nov'05-Dec'08 with Asahi India Glass Ltd., Haryana Section Head (Business Development Engineering)**
- ❖ Played stellar role in diversification into segments other than car glass viz White Goods; Bus Segment; Backhoe segment, Earth Moving & Farm segment and Metro Segment
  - ❖ Achieved targeted revenue of 10% from new segments within 3 years
  - ❖ Played significant role in establishing process for Low Iron glass making for Solar Panel business segment at AIS Arch Facility

Previous Experience

- Highlights:**
- Aug'03-Mar'04 with LML Ltd., Kanpur - Manager (Production M/C Shop)**
- ❖ Used Lean Manufacturing concepts to modify shop layout for single piece flow & saved floor area by 8%
  - ❖ Successfully minimized rejection percentage on cam grinder machine by 0.98%
  - ❖ Saved 4 no's of manpower by using Ergonomic concepts and Man Machine charts to developed machines cluster and implemented Multi-machining concepts
  - ❖ Productivity enhanced by 17% by successfully conducted NPC study on all machines for reviewing and improving standard cycle time
  - ❖ Reviewed top 5 defects of each component on monthly basis to form counter-measures for their arrest
  - ❖ Devised and implemented methods for enhancing wheel life of CBN wheel on Toyoda machine by 20%

- Aug'98-Aug'03 with Yamaha Motor India Pvt. Ltd., Faridabad - Manager (Engine Assembly Line & Production M/C Shop)**
- ❖ Managed Engine Assembly Operations for 2S & 4S range of Motorcycles
  - ❖ Successfully designed and implemented tools to reduce assembly operation time by 4 minutes thereby improving productivity by 15%
  - ❖ Managed machine shop operations for Cam Shaft line
  - ❖ Played stellar role in Installation & commissioning of CAM-Shaft line in the year 2000
  - ❖ Reduced bottleneck time of the CAM-Shaft line by 0.45 minutes that increased the productivity of the line by 30%
  - ❖ Accomplished preset production targets within 1 month of the commissioning of the line
  - ❖ Devised and implemented methods for enhancing wheel life of CBN wheel on Toyoda machine by 25%
  - ❖ Implemented Indian make CBN wheel on Toyoda machine that saved Rs.4/ per component in tool cost
  - ❖ Introduced Indian makes Carbide Drills and their re-sharpening (in-house), thereby saving up to Rs.2.50/component in tool cost
  - ❖ Successfully replaced fixed type quill assembly with adjustable Quill Assembly on SPM Machine (facing & centering operation), that resulted in minimizing setting time by 30 minutes and avoided variation in the total length of CAM-Shaft

Personal Details

**Date of Birth:** 6<sup>th</sup> July 1975

**Languages Known:** English and Hindi

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