

## RAKESH KUMAR SINGH

14, Tirth Villa (Near Poonam Party Plot), Kanjari Road, Halol, Distt.: Panchmahals, Gujarat-389350, India

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Mechanical Engineering professional from Appliances with a demonstrated experience in Product Development, Product Management, Costing & Sourcing, Operations Management, Product Design Engineering, Manufacturing & Product/Process Innovations, OEM Development & Procurement, Export & Compliance Management.

An innovative, Profit Oriented Manager with demonstrated success in increasing revenues and achieving cost reductions through New Products/Features, optimizing Parts/processes also improving market share, brand image through resolving customer issues and improving Quality continually. Expertise in managing Project, complex troubleshooting & cross functional team.

Talent in analyzing complex market situations & managing product, profit accordingly with a lower development & implementation cost. Adept in Quality systems, Audits, Market research & process automation/optimization. Managing Vendors through audits & quality/process improvements.

Seeking assignments in **Operations/Product Development/Business Development/Vendor Development/Quality Assurance** preferably in **Consumer Durables/Home/Small Appliance/Light Engineering Industry** with an organization of high repute.

### CORE COMPETENCIES

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| ▪ Product Design and Development                      | ▪ Product Development & Procurement from OEM/ODM |
| ▪ Market Research & Analysis                          | ▪ Costing / Cost Finalization                    |
| ▪ Product Sourcing                                    | ▪ Product Management                             |
| ▪ Molding/Sheet Metal Part Design/Development         | ▪ Production Innovation                          |
| ▪ Compliance Management                               | ▪ Manpower/Productivity Management               |
| ▪ Six Sigma   | ▪ Quality System/NPI/Supplier Audits             |
| ▪ Business Development                                | ▪ Project Life Cycle Management                  |
| ▪ Supplier/Process development for New Products/Parts | ▪ Export Model/Market Management                 |
| ▪ Quality Assurance                                   | ▪ Process Improvement                            |
| ▪ Product/Part Testing                                | ▪ Customer Service                               |

### SYNOPSIS

- Dynamic career of 21+ years that reflects pioneering experience and year-on-year success in achieving business goals.
- Mentoring/Guiding People to achieve their Innovation Goals & grow in the field of technology.
- Technical Trainings (e.g. Troubleshooting, material or process selection, product auditing for safety & performance etc.)
- Six Sigma Green Belt having multi-disciplinary experience across functions to optimize the entire value chain of business.
- Currently working with **GEMCARE** Appliances Private Limited, Noida as Plant Quality/Dev. Head (Appliances) in the capacity of DGM.
- Developed Appliances from OEM's for "**AISEN**" (e.g. Ceiling Fans, Electric Irons, MG/JMG, Room Heaters, Water Heaters, Water Dispensers, etc.) which includes Costing, Spec Finalization, Testing & Launch.
- As a Freelance consultant, was involved in Design & Development of Steel Furniture & Doors/Windows for Tata Steel, also involved in Development of MG/JMG, Ceiling Fans, Gas Cooktop for **AISEN & Crompton** with OEM including Cost & Source finalization.
- As a consultant, was involved in the development of Washing Machine, Cloth Drier, Room Air conditioner with Creative Hitech, Ezentech as OEM.
- Managed a team of engineers (R&D, QA & CS) to have in depth customer experience & improve the product for better customer satisfaction & Brand Image and built **LG** as India's No. 1 Appliance brand in customer service & satisfaction.
- Managed a Team of professionals (Prod./PE/R&D) for Production Line improvements
- Managed a team for analyzing profitability for Refrigerator Line establishment at OEM (Rajpura, Punjab, India and Somotex, Lagos, Nigeria) and installing the same for starting production for LG.
- Developed product from scratch including Cost finalization, Part/product design, Tool Development, MP, Launch & Aftermarket.
- Managed to develop refrigerators at OEM & monitor the same for Quality & PL.
- Experienced in managing Quality Assurance team (Dev. QA/Supplier QA/Process QA/Outgoing QA/Field QA/Reliability) to provide customer a best quality product through focused product initiatives to have a delighted customer.
- Adept in design & development of refrigerator models, complements, jigs, fixtures & molds.
- Efficiently managed PLM/NPI process with involvement from start to end.
- Managed a team of professionals to research market (Rural & Urban) and develop Indian Insight refrigerator.
- Enterprising leader having expertise in initiating & executing design/process improvements, cost innovation operations.
- Market Analysis/Customer Survey to have idea about the development/improvement needs and developing/improving the product/process accordingly.
- Successful in defining customer expectations to design & develop Q System/Process.
- Initiated export of refrigerators in LG & managed to develop models for overseas market with compliance to regulation in the market (2 Door & 1 Door both).
- Product Management in many Overseas Markets, Model introduction after market analysis (took it to 21% production share) & monitoring the life cycle & PL (took it to a profit of 11% from -ve).
- Model Mix management based on Profit/Loss & Sales Share to manage productivity on line (domestic & exports).

## ORGANISATION SCAN

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M/S GEMCARE Appliances Private Limited, Halol, Gujarat | “Head Development and Plant Quality (Appliances)” | Jun’20-Present

## PREVIOUS ENGAGEMENTS

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M/S Vishal Video and Appliances Pvt. Ltd., Noida | “Head Development & Quality Assurance (Appliances)” | Jan’19-May’20

M/S Haier Appliances India Ltd., Pune | “Head Quality Assurance (Refrigerator)” | Jul’18-Jan’19

M/S Shreyanshi Global, Greater Noida | “Technical Consultant (Manufacturing)” | Sep’15-Jun’18

M/S LG Electronics India Pvt. Ltd., Greater Noida | “Manager Development” | Jun’02-Aug’15

M/S Elin Electronics Ltd., Ghaziabad | “Engineer Engineering” | Feb’00-Jun’02

M/s Securipax (I) Pvt. Ltd., Noida | “Engineer” | Jun’99-Feb’00

## HIGHLIGHTS

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### In GEMCARE Appliances Pvt. Ltd., Noida

The company is involved in the ODM business in the Appliances (Large & Small), manufacturing Refrigerators, Twin Tub Washing Machines, Geysers, Mixer Grinder, Kettle, etc. for many brands including Home Brand **GEM, MAX STAR**. Our clientele includes **Havells, Onida, Singer, Sansui, Flipkart, Voltas & Amstrad**, etc.

- Product life cycle management
- Managing new developments for Refrigerator (e.g. 3 door, Glass Door, No Frost)
- New part development for improving product performance or field issue.
- New Supplier development for new plant (Costing, Audit, Testing and final production)
- Cost innovation through design modifications and modularization.
- Development/modification as per customer requirement.
- Supplier development to achieve better availability and cost.
- Mentoring & guiding team to achieve best quality product through liaison with production and sourcing team.
- Total Quality Management based product improvements.
- Designing & Implementing part/product reliability lab.
- Co-Ordinating with customers for their Q issues and making the improvements.
- Auditing vendor Quality and improving their parts/products/process.
- Customer issues management, analyzing and improving on issues at different Q Gates (VQI, IQC, LQC, OQC, etc.)

### In Vishal Video and Appliances Pvt. Ltd., Noida

A 35-year-Old company into Distribution of Appliances of all major brand then moved in Retails Showrooms with the name of Value Plus, now launched its own brand with name “**AISEN**” for all appliances e.g. LED TV, Home Theater, Room Coolers, Ceiling Fans, Electric Iron, Geysers, Room Heaters, Water Dispensers, Washing Machine, Refrigerators, etc.

- Made a Team of professionals for Quality & Development (which was not there earlier) as Head Development/QA and got the portfolio expanded with addition of more appliances (e.g. Ceiling Fans, Electric Iron, MG/JMG, Geysers, Room Heaters, Water Dispensers, Washing Machine, Refrigerators, etc.) from OEM. The Brand was limited to LED TV, Room Coolers & Washing Machines before the development team.
- Established in-house testing facility to evaluate product’s basic performance and reliability before launching in the market.
- Product finalization based on Market Survey & Competitor benchmarking.
- Cost & Specification finalization for the product and approval of supplier after audits.
- Defining test protocols as per the standards and the Indian Customized Conditions.
- Liaison with 3<sup>rd</sup> party for performance & compliance testing.
- Monitoring field quality through service team and getting the same improved at supplier end after analysis.
- Spare Parts requirement analysis and management through supplier.
- Non-Part Calls improvement through product improvements & SVC Trainings.
- Making & implementing strategy to have best quality product & improve brand performance.

### In Haier Appliances India Ltd., Pune

- Heading Quality Assurance & Control Department mentoring & guiding team to achieve best quality product through liaison with production and sourcing team.
- Implementing TQM & improving the product quality through the same.
- Making & implementing strategy to have best quality product & improve the market share.
- Establishing the Q-Standards through APQP & PPAP.
- Designing & Implementing part/product reliability lab.
- Managing internal and external customers for quality related issues and looking after field quality improvement by coordinating with different functions.
- Supervising Q issues for export buyers, auditing vendor Quality and developing & improving packing of products.
- Field issues monitoring, analyzing and improving the same at different Q Gates (VQI, IQC, LQC, OQC, etc.)
- Regular vendor evaluation & improvement through audits & meetings.

## In Shreyanshi Global, Greater Noida

- Supporting & guiding people/organization for New Product Development, Part Development, Material Selection & Testing, process optimization/automation, quality improvements, and resolving customer issues through situation analysis. Modular design to optimize number of parts, process to save on cost and improve quality. Suggesting alternative sources/materials for better process/profits also the options for line balancing/optimizing.
- Consulting on probable customer/industry for the products. Also, consulting on Change management (e.g. empowerment, training, work-life balance requirements).
- Guiding to setup design & development team for startups (talent acquisition/training, system/infra setup).
- Worked for development of Mixer Grinder/Food Processor & it's Parts, LED Lighting Fixtures with Solar Panel, Gas Cooktop, Clothes Hang Dryer, Sheet Metal Parts for bottle cooler for a Korean Company.
- Consulting to customer's clients for multiple projects (e.g. how to improve customer satisfaction in India for Samsung Korea, Material Selection/Suggestion for Washing Machine/Refrigerator/Air Purifiers, etc.)
- Worked for Line/Quality Improvement for LED lightings & Development of Solar Soft Drink Cooler/Storage for Advance Navigation & Solar Technologies, Noida).

## In M/S LG Electronics India Ltd., Greater Noida

### Growth Path

Engineer (R&D-Refrigerator)	2002-2003	Senior Engineer (R&D-Refrigerator)	2004-2005
Assistant Manager (R&D-Refrigerator)	2006-2008	Deputy Manager (R&D-Refrigerator)	2009-2011
Manager (QA-Refrigerator)	2012-2014	Manager (Development-Refrigerator)	2014-2015

- Designing & Developing Products/Features and components to achieve QCD targets with customer delight and participate in the market/field feedback for product trials and development.
- Prospered Four Projects by applying Six Sigma Tools such as DMAIC & IDOV for troubleshooting issues.
- Responsible for development from concept finalizing till product launch.
- Develop India Insight Refrigerator after market research with cross functional team.
- Liaison with cross functional teams to perform DFMEA/PFMEA & Test Design for evaluation & improvement.
- Developing products to comply with different countries/markets regulations & monitoring export COI.
- Performing production process improvement through process fool-proofing like model wise barcode scanning on different parts (e.g. Power Cord, Condenser Pipe, All Labels, etc.) to avoid wrong part, Helium Leak detection to improve gas leak Owner's manual matching, etc.
- Harmonizing with Production and QA in boosting parts and minimizing reloading/Losses.
- Administering supplier audits, processing improvements and executing part/product improvements through process stabilization techniques.
- Liaison with Production Engineering team for low cost part/product improvements, parts standardization (modularization).
- Regular market/customer visit to have customer insight for any product improvement, issue management, developing USP.
- Managing internal and external customers for quality related issues and looking after field quality improvement by coordinating with different functions.
- Supervising Q issues for export buyers, auditing vendor Q and improving packing of different products.
- Started & established Refrigerator exports after conducting comprehensive market research.
- Raised Export profit from -ve to 11 % by specs. Optimization & model mix management with continuous monitoring.
- Achieved 40% improvement in field failure & 30% improvement for Incoming & Line quality indices through focused approach & regular line & supplier audits & improvements.
- Developed an OEM for refrigerator manufacturing in Punjab to enhance market penetration & profit.
- Won first prize in the Contest for Best Practices held in LGEIL, 2008 for Best Development Project (185 ltr Direct Cool Refrigerator "AURA").
- Got Awarded first UG Master for Top down design & 3D for UG NX-3.0
- Won second prize for cost innovation for Frost Free refrigerator (1% profit up by CI).
- Independently initiated the CB & REACH Compliant Product for making exports of the product

## In M/S Elin Electronics Ltd., Ghaziabad

- Performed Value Analysis individually & executed the levers & gears modification for high productivity of TDM (Tape Deck Mechanism).
- Drafted and formulated components for Stepper Motor to be used in AC louvers by Auto CAD R-2000.
- Customized designs for jigs & installations for various clients like Sony, Thomson, Panasonic, etc.

## In M/S Securipax (I) Pvt. Ltd., Noida

- Sketched design of products (Corrugated fiberboard boxed) by using Auto-Cad and sought projects for home/small appliance companies like LG, Whirlpool, GE, Philips, Panasonic and ITC as per QS-9000 clause.
- Directed the APQP to ensure participation of all departments and ensure timely delivery of quality products.

## TRAININGS/CERTIFICATIONS

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- Six Sigma Green Belt
- Uni-Graphics 3D master
- DFMEA-Design Failure Mode & Effect Analysis
- PFMEA-Process Failure Mode & Effect Analysis
- Extensive Training for Q system in LG Korea
- Emerging Leaders (for Leadership skills enhancement)
- Training on Product Life Cycle Management (PLM)
- Team Building (Together we win)
- Training on ROHS compliance of product
- Implementation of Laboratory Management Systems (as per ISO17025)/NABL requirements

## ACADEMIA

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1999 B-Tech. (Mechanical) from Aligarh Muslim University  
1995 Diploma Engineering (Mechanical) from Aligarh Muslim University

## COMPUTER SKILLS

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- Auto-CAD
- MS-Office
- Corel Draw
- Uni-Graphics NX

## PERSONAL DOSSIER

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Date of Birth : 22 Nov'74  
Languages Known : English and Hindi  
Status : Indian/Male/Married  
Passport : K4398792

## Others

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Expected CTC : Negotiable on profile & location  
Notice Period : 1 Month  
References : Available on Request  
LinkedIn Profile : <http://www.linkedin.com/in/singhrakesh3>

**Rakesh Kumar Singh**