

AMIT SHARMA

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Language Proficiency: English, Hindi, Punjabi (Read/Write/Speak)



20 Years of Progressive FMCG Experience having held responsibilities across Corporate Planning/Strategy, Supply Chain, Procurement, Manufacturing, Co-Pack Management, Project Management, Logistics, Compliance & Audit Control, RPA & Process Simplification NPD & QA, Customer Service, Asset Management & Control, Account & Category Management, Transformation & Operational Excellence.

DESIGNATION / TITLE	ORGANIZATION	FROM - TO	YEARS
HEAD PROCUREMENT – BUSINESS SHARED SERVICES	COCA-COLA	2019 till date	Current Role
<i>Sr. VICE PRESIDENT & HEAD – PLANNING & SCM</i>	BASKIN ROBBINS	2018 – 2019	1.3 Years
<i>CHIEF OPERATING OFFICER</i>	VITASANA FOODS (DMC Group)	2016 –2017	2.0 Years
<i>GENERAL MANAGER & HEAD – SCM & COMMERCIAL</i>	COCA-COLA	2007 – 2016	8.3 Years
<i>MANAGER – TECHNICAL & QA (SCM Operations)</i>			
<i>ASSOCIATE MANAGER–TECHNICAL & QA</i>			
<i>ASSISTANT MANAGER - TECHNICAL & QA</i>			
<i>SENIOR OFFICER – MANUFACTURING</i>	RECKITT BENCKISER	2006 – 2007	1.3 Years
<i>OFFICER – PRODUCTION</i>	PEPSICO	2003 – 2006	3.4 Years
<i>EXECUTIVE – ENGINEERING</i>	WOCKHARDT	2001 – 2003	1.8 years

HEAD PROCUREMENT – BUSINESS SHARED SERVICES: HCCBPL, Bangalore (since May'19 till date)

Accountable to CPO & GBS Head, leading a team of 55 with 07 Senior Category Leads, SMEs on Compliance/Contract Mgmt

- Heading Material Planning & Supply Continuity across **25+ Manufacturing Locations** (Plants/Co-Packs).
- Heading Indirect Procurement Worth **\$200 MN**. Facilitating Strategic/Direct Procurement Worth \$1000 MN **PM-PET/Can/Bottle/Shrink-Stretch, Carton RM: Sugar, Fruit Pulp, Gases Aux: Chemicals, Capex. Scrap Sale of \$15 MN PA**
- Vendor Management for **4300+ Suppliers**: Onboarding, Life Cycle Management & SRM. **45K POs & 4K Contracts** Annually
- Leading Procurement Compliance, Analytics, Business Excellence & RPA. Dashboarding/SLA Tracking
- Expanding Global Shared Services to new markets within Bottling Investment Group & Franchisee Bottling Operations
- E2E strategy & roadmap for India operations. Working with CEPG (Cross Enterprise Procurement Group) exploring Global Procurement Synergies across Coca-Cola entities worldwide. Planning & Implementing P2P strategies for the business
- Digitization (E-Catalogue, Ariba/Coupa, RPA) to Improve Process, Reduce Costs & Improve Service Quality
- Business Excellence on Process Simplification/Improvement via VSM/RPA etc. Analytics leveraging tools like Power BI, Data Lake, Concur, Blockchain etc. Working Capital Improvement, Supplier Financing Program, E-Invoicing etc.
- EXIM: Managing Org wide Import of Key Ingredients like Metal, Resin, Spare Parts, Equipment, Pulp/Juices & FG Export
- Expansion to GBS to Global Coca-Cola Markets. Global Procurement Synergies with CEPG. Implementing P2P Strategies

ACHIEVEMENTS

- Implementation of Comprehensive S & OP – JDA (MRP & TMS), Vendor Portal: Digitization – GIT, Payment, ASN, Vendor Ratings
- Implementation of Legal Contract Management Tool (CMS) - Repository & Workflow. PR-PO automation: 90 % success on BOTs
- E2E Procurement Workflow Tool: RFI/RFQ, PR-PO, Vendor Score Cards, Forward & Reverse Bidding, Auctions, Spend Analytics
- Savings/POV of **INR 213 MM, 220 MM &** Cost Avoidance of **INR 350 MM, INR 400** for 2019-20 & 2020-2021 (4% of Spend Managed)
- Consolidating PAN India Warehouses optimizing Cost/Operations. Org wide Implementation of IFM : Soft & Hard Services
- Successful Implementation of Aggregator Model on Tail End Spend within MRO (Plant Spares) Category
- Successfully led the Project on Working capital Improvement by Vendor Payment Terms via Vendor Financing & other initiatives
- Successful Implementation of DME Aggregator Model with CEPG Global Partners – PMG & ADMI
- Successful Pilot on Central Warehouse & IUT process for Spare Part Inventory Management
- Successful Business Transition of 05 Manufacturing Units & Sales Territories across North India from Company to Franchisee Bottling Operations (Assets, People, Manufacturing & Sales Operations, Services, Contract Novation's)
- Successful Business Continuity during Global Pandemic with zero product expiry/write offs and zero production loss

SENIOR VICE PRESIDENT & HEAD – PLANNING & SCM: BASKIN ROBBINS INDIA, MUMBAI (Jan'18 – Mar'19)

Accountable to the CEO – Heading Corporate Planning & E2E Supply Chain - Manufacturing, Contract Manufacturing, Procurement, Logistics, Quality Assurance, R & D, NPD & Project Management, Distribution, Project Management, Cold Chain Management – Warehousing & Logistics, Maintenance, Asset Planning & Control, Maintenance & Customer Service

ACHIEVEMENTS

- 8 % Savings on Annual procurement of 150 CR managing **Milk, Cream, Flavors & Ingredients, Equipment, Marketing Items**
- Launch of Chocolates, Ice-Cream Cakes, Flavored-Milk, Packaged-Water, Brownies, Sundaes, Bulk-Packs, Healthy Ice-Creams
- Set up S & OP Routines, Systems & Processes on Forecasting, PPC, MRP, Forecast Accuracy, Inventory Management
- Implemented SFA & DMS platforms. Set up a Standard Stage Gate Process (Concept to Commercialization) on NPD



- Reduced Cold Chain Distribution Cost by 35 % changing RTM via E2E Supply Chain Model (Distribution Synergies across Retail-Parlor)
- Set up a comprehensive process and routines around Freezer Life Cycle (Planning, Procurement, Market Execution)
- Established Customer Complaint Management System: Product Quality and Equipment Complaints
- Rolled out Comprehensive programs on Equipment Servicing (AMC) and Storage (Warehouses/Workshops) via Service Providers
- Set up comprehensive QA framework: Manufacturing >> Distribution >> Market (Parlor/Retail)
- Headed Retail (GT & MT) business for Baskin-Robbins for about 08 months as additional responsibility.



CHIEF OPERATING OFFICER: VITASANA FOODS PVT. LTD., NEW DELHI (Jan'16-Dec'17)

Accountable to BODs - Heading Sales & Business Development, Brand Marketing, Manufacturing, SCM, Procurement, NPD, Quality Assurance & Food Safety, Production Planning & Control, Compliance, COGS & Co-Pack, Distribution & Logistics, Finance & HR Ops.

ACHIEVEMENTS

- Set up State of Art Breakfast Cereal Manufacturing Facility at Patanjali Food Park, Haridwar with two fully automatic continuous process & packaging lines (Cornflakes & Muesli) with an output of 6000 MT/annum Contract Manufacturing of OATs, Chocos, Sattu
- Set up System & Processes on Purchase, Quality Assurance, Demand & Supply.
- Set Up Route To Market, Direct/Indirect Distribution Models, Sales Force Management. Successful Pilot @ NCR (2000 Retailers)
- Built a Vibrant & Dynamic Team. Successfully Implemented ERP (*Microsoft Dynamics – NAV*) covering – Procure to Pay, RM to FG, Order to Cash. Process & Policy Control, Internal SLAs. Routines on Finance & Accounting optimizing Cash to Cash Cycle
- Co-Pack Efficiencies/Yields, Internal Audit Process. Develop/Induct Suppliers, Co-Packs, OEMs & Consultants



HEAD (GM) – SCM & COMMERCIAL: COCA-COLA FBO, LUDHIANA BEVERAGES PVT. LTD. (Jul'14 – Jan'16)

Accountable to MD. Heading Procurement, Logistics, Material Stores, RTM-Distribution, Depots & Commercial Ops.

Annual Business Planning & formulating a Sales Plan. Capacity & Infrastructure Planning: Manufacturing, Warehousing, Distribution

- Annual Purchase of 350 CR with a Team of 05. Cost & Resource Optimization, Business Analysis
- Accountable for Inventory Strategy & deployment of System & Processes. Strategic & Operational Planning Models
- Vendor Authorization, Rating & Management. Cash to Cash Cycle, Inventory Levels & Stock Ageing
- Managing In-House Fleet of 300 Commercial Vehicles & 75 Material Handling Equipment – Ops, Budget & Maintenance
- Distribution across 08 Company Depots with over 90 Direct Routes and 100 Plus Distributors and 50 Modern Trade Partners
- Leadership/Direction to Commercial/Depot Managers to optimize cost by technology intervention & industry leading Processes
- Warehouse Productivity & Cost Management (Vehicle Utilization, Manpower Productivity, FG loss reduction)
- Standardization of Depot Processes on Safety & Hygiene. Standardization of Depot Infrastructure and Processes
- Driving Distribution Automation, Presell & Tel-Sell, Stock Visibility, Wholesale and Alternative Routes to Market

ACHIEVEMENTS

- 5 % Savings on Annual Purchase of 350 CR via new Vendor Induction, Payment Terms, Ingredient Changes & Value Engg
- Green Field Project on 450 CSD PET Line – around 70 CR. Set-Up processes on RM-PM Yield tracking, Line Efficiency & Losses
- Set up S & OP routines with S & M / Manufacturing teams. Implemented Policies around SCM domain (Purchase & Scrap)
- Initiated SOPs on Vendor Registration, Indent Tracking, Inventory Freshness, Daily Depot Dashboard, 5S
- Successful ERP (MS-Dynamics) implementation as a Project Manager. Led the Org on a Transition from Jaguar to Microsoft
- Started Budget Allocation, Tracking & Review for Operations, Logistics & Direct Marketing Expenses



MANAGER – TECHNICAL & QA (SCM Operations): COCA-COLA INDIA, GURGAON (Apr'12 – Jun'14)

Accountable to BUSINESS HEAD (Director – Commercial Beverages) handling complete backend for Commercial Beverages Division.

- Heading PAN INDIA SCM, Procurement, Manufacturing, Contract Packing, Logistics, Cost Management, Co-Pack & COGS, SRM, RM-PM Planning, PPC, Technical & QA Operations, Capital Planning, Maintenance, Equipment Development, Warehousing/CFAs, Distributors, Service Centers, Spare Part Inventory Management, Asset Tracking & Control, Statutory Audits and Social Compliance.
- Setup S & D for virgin territory of Punjab via business development & Key Account Acquisition. Additional P & L responsibility for Key Account Business for Strategic Business Partners like *McDonald's, Subways, PVR, INOX, FUN, Nirula's, Walmart* etc.
- NPD & Commercialization: Stage Gate & Clarity Tool for all new Equipment/Product/Package Projects. Leading SGP compliance
- Service Infrastructure, C & F, BCP, Risk Mitigation/Contingency Planning. Driving FSSAI certification all Product SKUs
- Relationship Management across Suppliers, Vendors, OEMs, Service Providers & Business Partners. Internal QA Audit Program
- Responsible for Equipment Design/Development, Asset Tracking & Control, Preventive & Breakdown Maintenance
- Implementation & adherence to the Quality systems as per Coca-Cola Operating Requirements (KORE). RCA & CAP adherence

ACHIEVEMENTS

- Rated **EXCEPTIONAL PERFORMER** for 2012-2013. Winner of **CHRYSLIS** (*High Pot Top Managers/ Cross Functional BU Projects*)
- Set Up a 3rd party Customer Care Center with SERCO. Development of Low Cost Vending Equipment – Cold Vend & Premix Vend
- Development of wide range of new/reformulated products under Brand Georgia umbrella with lower COGS
- Set Up 15 Service Centers (*Hubs*) & Appointed 80 New Distributors post due diligence with Finance & Legal for McDonald's

ASSOCIATE MANAGER – TECHNICAL & QA: COCA-COLA INDIA, GURGAON (Oct'10 – Mar'12)

Accountable to OPERATIONS HEAD (GM – Commercial Beverages) handling PAN INDIA Technical & QA operations leading a team of Line Managers/Executives/Field Engineers/Service Providers. Heading Customer Service by Equipment Solutions, Capital Planning, Spare Part Inventory Management, Equipment Design/Development & Commercialization, Maintenance, Asset Tracking/Control. Part localization, Customer Satisfaction Surveys.



ACHIEVEMENTS

- MMPO Juice Vending Launch – Equipment Design & Commercialization, Co-Pack Development, E2E Cold Chain Development, RTM & Quality Assurance. Developed Manufacturing, Warehousing, Primary & Secondary Logistics. Development of Aseptic Pack (BIB) for Frozen Juice Pulp, Inventory Tracking under Thawing, Refer Vehicle Evaluation, Planning & Vending Operations.
- Launch of Low-Cost Fountain Platform – Equipment Design & Commercialization. Alignment with East India FBO S & D set up
- Development of Electronic Interface (Tally) for Spare Part Inventory Management

ASSISTANT MANAGER – TECHNICAL & QA: COCA-COLA INDIA INC., GURGAON (Nov'07 – Sep'10)

Accountable to **NATIONAL TECHNICAL & QA HEAD (Sr. Manager – Technical & QA)** handling Technical & QA operations across Northern & Western of India. Responsible for Equipment Upkeep, Downtime, Service Infrastructure, Systems & Processes to streamline Ops Involved in Equipment Design, Reliability Study - Responsible for Market Quality & Beverage Consistency.

ACHIEVEMENTS

- Rated **EXCEPTIONAL PERFORMER** for 2008-2009. Winner of **BU President Award: OPERATIONAL EXCELLENCE** Project
- Development of Low-Cost B2C Cup Equipment with Global Supplier, Electronic Interface for Complaint Mgmt & Toll Free No.
- Developed ERP system for Spare Part Inventory Management. Systems & Processes to assure Excellence in Market Quality

SR.OFFICER-MFG: RECKITT BENCKISER (I) PVT. LTD., GURGAON/UTTARANCHAL (Aug'06 – Nov'07)

Project Planning, Procurement for RBIL's Green Field Projects at Uttaranchal & Jammu (120 CR & 60 CR resp).

Equipment/Vendor Selection, Techno-Commercial Proposal Making, Equipment Development, Inspection-Approval & Commercialization. Worked with Architects, Consultants in finalizing Civil/Electrical Drawings, PIDs, and PFDs.

- Successful Erection/Commissioning of complete Manufacturing-Filling-Packaging Lines at Uttaranchal Unit :
 - Liquids (HARPIC/EASY OFF BANG/COLIN/LIZOL), Soap Bar (DETTOL), Powder (VANISH), Cream (DETTOL LIQUID SOAP, VEET, DETTOL SHAVING CREAM)
- Equipment range: Liquid Fillers, Capping/Bunging, Soap Stampers/Wrappers, Labeling/Shrink Wrapping & Date Coding machines, Utilities.

ACHIEVEMENTS

- Cost Savings worth INR 30 MM on Equipment Selection. Successful Erection & Commissioning for all Process-Packaging Lines
- Successful Ramp Up & Production with a Large Contract Manufacturing Team

OFFICER – PRODUCTION: PEPSICO INDIA HOLDINGS PVT. LTD., CHANNO, PUNJAB (Jun'03 – Aug'06)

Responsible for the Snack Packaging Operations: 60 plus FFS machines & Check- Weighers, Production Shift Staff, PM & BM.

- Responsible for Production Planning, Line Efficiencies & Wastages, Air Leakage, AVC and Volume Compliance, Manpower Handling, Kg/Man-hour, Product Quality, Breakdown Maintenance, AIB, HACCP audits & MIS
- Responsible for Spare Part & Inventory Management, Vendor Management, AOP– Engineering,
- Implemented TPM as a member of Autonomous Maintenance, Planned Maintenance & Quality Maintenance Pillars.
- Responsible for managing Project Capex and was a Lead for Line Expansions, Packaging Innovations.

ACHIEVEMENTS

- Task Force & SGA on OE & Process Simplification. E& C of Kurkure/PC Lines. Pack Collator & Old Machine re-wiring.

EXECUTIVE-ENGINEERING: WOCKHARDT LIFE SCIENCES PVT. LTD., LALRU, PUNJAB (Sep'01–Jun'03)

Started Career with State of the Art and Modern Dairy Plant producing medicated Milk powders for Infants, Mothers and Patients. Learnt Dairy & Production Procedures along with Milk Collection & Storage.

- Responsible for PM & BM around Process – Dryers/Evaporators, Homogenizers/Pasteurizers, Milk Storage/Processing Tanks, Packaging – Tin Packing Line (Delta), Pouch Packing Line (FFS - Rovema), Utilities. Engineering Stores, Spare Part Management

ACHIEVEMENTS

- ETP Automation by Installation of EM Flow meters and pH meters. Implementation of ERP. Setting up of Engineering Stores

PROFESSIONAL QUALIFICATIONS

- ✓ B.E. (Instrumentation Engineering) from Punjab Technical University. Engineering Diploma (Instrumentation & Process Control)
- ✓ Certification on SCM Pro from CCU. Certification on Programming Languages – Java 2, C, C++, HTML from Tata InfoTech.

OTHER PROJECTS

- ✓ Green Field – Corn Flakes and Muesli Lines at Vitasana/Patanjali. Green Field - Liquids, Soap Bar, Creams, Powder at RBIL
- ✓ Complete Commercial Responsibility on Grey Field Project at Coca-Cola setting up 450 BPM CSD PET Line
- ✓ Brown Field Project : Capacity Up-gradation - Kurkure (extruded) and Potato (PC-08) Packaging line at PepsiCo
- ✓ Implementation of ERP at Wockhardt. Development & Implementation of CRM at Coca-Cola India.
- ✓ Low Cost Bean to Cup Coffee Vending Equipment at Coca-Cola India Inc. IEC approved Premix Vending at Coca-Cola India Inc
- ✓ Customer Complaint Management & ERP system for Spare Part Inventory Management at Coca-Cola India Inc
- ✓ Development of Service Structure for McDonald's (Manpower, Infrastructure: Service Center, Spare Part, Logistics)

RECOGNITIONS

- ✓ 1st Prize in Operational Excellence Project at Coca-Cola India. Winner of Chrysalis 2012-2013 - High Pot Managers Live Projects
- ✓ Member of CII's SCM Program – SCM Pro. Presented Best Practices at McDonald's 100 Global Supplier Symposium
- ✓ 05 day certification program from Coffee Board of India on Coffee processing. 05 day certification from JIPM on TPM
- ✓ 05 day Manager Fundamental certification (Coca-Cola University). CEO Award for Working Capital Improvement at HCCBPL
- ✓ 05 day Negotiation Skills certification (Coca-Cola University) . 05 day IRCA approved Lead Auditor ISO 22000/PAS 220 course
- ✓ 07 day program at Global Brewed Beverages, Coca-Cola, Malaysia (Kuala Lumpur)