




**THIBADHARSHAN
KANDIAH (BEng)**
29/08/1989

CITIZENSHIP

- Sri Lanka
- Overseas Citizen of India

CONTACT DETAILS

No. 40/10
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Colombo 05
Sri Lanka.

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 Dharshan Kandiah

SKILLS

- Creative thinking
- Business Strategies
- Execution
- Team management
- Languages: English, Tamil, Sinhala

EDUCATION

Undergraduate Studies:
2013-2017
• **Bachelors in Mechanical Engineering** degree awarded by **UNIVERSITY OF WOLVERHAMPTON, UK.**
(continued part time course)

2007 -2009
• **KINGS COLLEGE LONDON, UK.**
Completed two years in Mechanical Engineering with Business Management
(Interrupted studies due to health condition)

2000- 2007
Gateway College (Sri Lanka)
Edexcel London A/L 2007
Further Mathematics A
Pure Mathematics A
Physics C

PROFESSIONAL EXPERIENCE

7 years and 10 months

Direct2door - STARTUP

Co-founder, COO

October 2015 - April 2018

Direct2door is an online supermarket first of its kind in Sri Lanka, its an inspiration of the Big Basket in India. Direct2door is a platform connecting customers and a vast range of suppliers from national market vendors to manufacturers. It is a **JUST IN TIME business model**, the entire operations revolve around zero inventory depending completely on execution and automation. At a Beta stage the company was seed funded \$23,000 by CAGE Ceylon (Lankan Angels Network) and a Series A funding of \$55,000

- **Vendor recruitment and management** - Identifying appropriate vendors and empowering with technology, currently the **company handles 60 vendors simultaneously** from national markets to local supermarkets, it has been increasing on a regular basis. Negotiating on sales percentages and drawing agreements.
- **Customer management** - Actively managing and training customer care staff on sales order completion and customer retention(generating reminders and discounts). **A total of 5,000 users** have tried the service through different medium via website, mobile application, email, whats app and call center.
- **Staff recruitment and administration** - Interviewing and selecting the staff with right mentally and molding them into the job roles according. **Managing 30 employees** working on procurement, sorting, delivery, call center, marketing, sales and accounts
- **Sales and marketing** - Assigning KPI's, evaluating the sales projection and improvising the process on a regular basis. **Achieving a revenue of \$160,000 monthly** with a MoM growth of 8%. Planning creatives and identifying segmentation of customers for BTL activities.
- **Corporate partnership and funding** - pitching the business model and benefits to other partners such as banks for credit card promotions(**secured HSBC bank and 3 local bank partnerships**) and other manufacturers (Nestle, Unilevers) for using the direct online channel for sales. Approaching potential investors and pitching the business vision for expansion

Awards - Direct2door was awarded as one of the **best startups in Sri Lanka at Venture Engine 2016** hosted by Lankan Angels Network(collaborated with **Indian Angels Network and Mr. Rajan Anand-VP & MD Google South East Asia**).

Real Image Pvt Ltd - FILM PRODUCTION

Line Producer

2010-13 & 2014-2015

Real Image Pvt Ltd is a film production company, which took a leap in the Sri Lankan film industry to produce the highest budgeted Sinhala films in Sri Lanka. The company collaborates with Indian film companies in all ventures. Collaborated with film production companies namely Prasad studios, Prism & Pixels VFX Chennai. I didn't confine my job role only onto pre and post production but also was part of the release and marketing efforts of the films produced.

- **Budgeting and scheduling** - Analyse with the director, production manager and develop an optimized budget for the proposed film script. Guide the directors team on scheduling cast, location, equipment dates.
- **HR & Crisis management** - Diplomatically communicate with the producer and other the employees to successfully complete the shoot as per schedule. **Handling a team of 60 film crew members minimum** for each film.
- **Networking & Negotiating deals** - Identifying and associating with potential and beneficial venture partners and suppliers to enhance product value.
- **Releasing and publicity** - Signing contracts and negotiating with distribution networks via film halls, TV rights, DVD rights, foreign screening, In flight entertainment. Brainstorming and executing publicity methods with media and marketing companies.

Film Projects worked on:

- **Super Six (budget \$589,500) released May 2012**
- **Prevegaya (budget \$786,000) released 2013**
- **Maya (budget \$458,500) released 2015**
- **Roshan weds Jenny (budget \$851,500) expected to release 2018**

Tisara Engineering Pvt Ltd - ENGINEERING SERVICE

Assistant Engineer

2014 (7 months)

Tisara Engineering Services Pvt Ltd established in 1992 is the sole agent in Sri Lanka for Gardener Denver and Terex products, these companies are among the leading manufactures in the USA.

Job Description:

- Commissioning brand new machines at customer sites
- Servicing compressors and diagnosing machine breakdowns and providing solutions
- Promoting aftermarket sales and reaching specified sales targets.
- Coordinating and planning machine services with customers
- Identifying and contacting potential customers