

# VINAY KUMAR S

## EXPERIENCE

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### PEXTIC

12 / 2012 - Present

#### CXO

'Pextic', the name came from 'Pectic Acid' which is water soluble and transparent acid produced by ripe fruits.

Our product is not just about numbers or charts. We built the product that defined the innovation in that field. In pextic, we thought, the social media marketing can be done in a different way but not by just displaying ads. We are introducing new options in social media marketing.

### LITHASA NETWORKS INTERNATIONAL PVT LTD

11 / 2012 - Present

#### CEO & Founder

'Lithasa', the name took its origin from the Sanskrit word 'Itihas' and English word 'Literature'. We designed a multi-revenue model for authors, poets & Movie-Makers. Our platform redefines the present publishing format. And for movie-makers our dedicated platform will provide various new options that suits best for them.

We believe the design should be so simple to understand yet, should be 'artistic and operable'. We put huge resources and knowledge in designing the platform, such that users need very minimal help to understand 'how they could do things in 'Lithasa'.

And we believe there is a Poet or an Author or a Writer or a Movie-maker in everyone. And our aim is to bring that person from 'YOU' and give a platform where YOU could 'DO' things what YOU wished for in the best way possible.

And this is called, freedom to 'the artist'.

### OPENEDEX

12 / 2011 - Present

#### Marketing Manager

- Developing a marketing team to implement strategy & delivering on objectives.
- Design, implement & facilitate an effective local & national marketing strategy.
- Carrying out effective research & intelligence into competitor products & other trends.
- Constantly improving business development activities.
- Overseeing and managing financial budgets.
- Identifying key marketing opportunities.
- Making sure that campaigns run to deadline and on budget.
- Online campaigns, web site, use of digital/social media.
- Budget setting and control, including measurement and return on investment.
- Management of sponsorships for conferences and events.
- Exceptional project and time management skills.
- Setting the scope, implementation, management & review of marketing campaigns.

### VITASTA PUBLISHING

07 / 2011 - Present

#### Author

- Author of the novel 'Is she the one?' which has been published by one of the top most publishing house in India and where marketing and distribution rights for the novel has been taken up by leading organizations in the world, 'Time Group Books' a division of "Bennet, Coleman and Company Ltd".
- Other novels include 'The ark and the Curse of Oracle', 'The Horrendous Gloam'.

### IIT BOMBAY

06 / 2009 - Present

#### Student

Being a student from the top universities, I set my own goals to satisfy my greed of being a research student. I've done many research projects and I glad for contributing to science.

Some of my projects include, 'Designing the Efficient Refrigeration system', 'Designing the complete standards for the Ropeway', 'Modeling of Hydrodynamic Nano-polishing', 'Functional Gradient materials and modeling of functional gradient objects', 'Designing the complete process for Biometric Finger Print Analyses' and 'Finding and analyzing the options for Submarine Hulls'.

### FRANKING SOLUTIONS

12 / 2012 - 05 / 2013

#### Founder & CEO

'Franking Solutions' started and managed by S.Vinay Kumar provides strategy decision and options for the companies to improve their reach and brand building. He proved himself as an Author, Marketing Manager, Analyst and as a research student. He is the founder & director of 'Lithasa Networks' a start up building up the only product of its kind

and targets the present online marketing industry.

## ESKOOL.COM

08 / 2011 - 10 / 2011

### E-teaching

- In my opinion, learning means nothing unless it has a purpose. I have worked (Internship) as an e-Teacher in a company called "Eskool.com", which helps students in learning. I managed the complete physics department.
- Introduced new type of teaching and understanding for the students with a name "Critical thinking" that explains about the concepts and technology used in daily life and how the concepts are applied to it. It helps in increasing the interest in students as well as practical knowledge and the way of thinking.
- For me grades are not the only way to weigh the brain of people. Practical knowledge is very important. Though many people knew the concepts but fail to apply them. My aim is to increase the practical thinking but not the grades.

## EDUCATION

INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY

2009 - 2014

*B tech + M tech , Mechanical Engineering*

NARAYANA JUNIOR COLLEGE

2006 - 2008

*+ 1 & + 2 , Physics, Maths, Chemistry*

## HONORS

- Excellence award in Innovation for his work on 'Refrigeration systems'. Awarded by the prestigious organization 'ISHRAE'.

Comments for the books:

“Totally romantic story.” - Susie Gulick “You write from your heart and that is wonderful.” - Craig Bandalin “There is lots of energy running in your writing.” - Wren Dhole

## INTERESTS

an explorer.

## PUBLICATIONS

IS SHE THE ONE?

03 / 2012

*Viasta Publishing · Authors: Vinay Kumar S · [http://www.flipkart.com/is-she-the-one/p/itmdepnzqjj3tbvn?pid=9789380828442&ref=d69d77fe-ff12-4710-8cc2-4def9098d35a&srno=m\\_1\\_3&otracker=from-search&query=Is%20she%20the%20one](http://www.flipkart.com/is-she-the-one/p/itmdepnzqjj3tbvn?pid=9789380828442&ref=d69d77fe-ff12-4710-8cc2-4def9098d35a&srno=m_1_3&otracker=from-search&query=Is%20she%20the%20one)*

Love is not just a physical attraction that can be manipulated. It is more like a bond between two people. It is finding the perfect companion.

But is finding one's soul mate that easy? Will Kartik be able to find his soul mate in this lifetime? Which girl would become his life partner? The girl he fell head over heels in love with in his schooldays or the girl he met in college or his online friend?

Is there really someone above who makes sure that you meet your perfect partner on your life's journey?

Kartik is smart and macho, girls find him very attractive but how should he decide who is the one for him? Will the experiences of his friends show him the way.

## THE ARK AND THE CURSE OF THE ORACLE

In 2225, there lived an adroit scientist, who was famous for his intelligence, discovered an ark which was hidden by panes of darkness for more than ten thousand years. And it brought the curse to him and to his family. In less than a week he went missing. No one knew what was happened to him. His son Arjun Sinhaa, was also famous in his college 'Nalanda university'. The curse started acting on him when he completed 18 years 9 months and the first attack was from his girlfriend who tried to kill him. Soon after the incident, there was a drastic change in his life. He found many things that held the pulse of him for many days.

His girlfriend wasn't real. The sinister wants his life to rule the universe but it only possible with the five parts of the warrior.

Who is her girlfriend? And why did she want to kill him? Where were the five parts of the warrior and who hid it from the sinister? What was the curse?"