

KAPIL AGRAWAL

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Professional Snapshot

- 7.03 years (appx) experience with **Asmi Print & Merchandise Pvt. Ltd** - Business Head;
- 2.2 years (appx) experience with **Asmi Group** as Production Manager;
- **Master of Management Studies (MBA-MMS)** from Mumbai University;
- Summer Internship with **Lionbridge Technologies, Mumbai** on Lead Generation, Business Development and Account Mining;
- 7 months (appx) experience with **HCL Technologies Limited** as Software Engineer;
- **Bachelor of Engineering (B.E)** from Mumbai University in the stream of Information Technology;
- Accurate and precise in all work related assignments with the ability to contribute for Operations, Administration, Co-ordination, Commercial and Client Servicing;
- Team-based management style and excellent interpersonal and communication skills.

Scholastic

Degree	Institute	University/ Board	Duration	%
M.M.S	Mumbai Institute of Management and Research	Mumbai	Aug 2008 - May 2010	73.00
B.E	K.C College of Engineering	Mumbai	Sep 2002 - June 2006	63.27
H.S.C	Patkar College	Maharashtra	June 2001 - Feb 2002	70.17
S.S.C	Vidya Vikasini English High School	Maharashtra	June 1999 - March 2000	69.60

Employment Details

➤ **Asmi Print & Merchandise Pvt. Ltd** (Innovative Printer and Merchandiser with high end clients)

Designation : Business Head

Tenure : February 2013 to Present

Role:

- Focusing on quality and branding as the means to increase revenues and solidify customer base, being company's surest path to long-term prosperity.
- Swapping of internal printing techniques based on clientele deadlines in order to enhance quality, reduce wastages and optimize profitability, resulting in increased sales turnover by appx 55% over past three years.
- Multiplying Profitability by implementing a finance technique - maintaining an optimal working capital level in the system, thereby reducing high interest leveraging cost from Banks/FIs.
- Accountable to accomplish ILS Audit, on yearly basis, performed by some of the Corporates, namely DISNEY- tying service to the bottom line; an effective retention program cited as the biggest revenue driver.
- Devised a roadmap of Vendor Management process to monitor and evaluate cost effective techniques on continuous basis, thereby reducing overall raw material cost by 10% yearly basis.
- Diversified business into 3 verticals - Corporate Retail & Tenders, Outsourcing and Retainership and drive repeat purchases, resulting in 12-15% improvement in quarterly sales; de-risked sourcing by employing multiple vendors across Mumbai.
- Implemented marketing strategy by shifting from sales oriented medium to personalized approach- Nurturing a client from discovery on social engagement sites to driving them to our website, resulting in increased clientele base and enhanced profitability.

➤ **Asmi Group - Mumbai**

Designation : Production Manager

Tenure : December 2010 to January 2013

Role:

- Instrumental in project kick off meetings establishing practicality, feasibility of options, setting schedules and recommending printing processes to most efficiently meet stakeholder requirements

- Negotiated and obtained quotes from highly qualified print vendors to prepare client cost estimates and awarded individual jobs to the printer that provided the best overall value and timing for the required project.
- Implemented and refined new production and marketing procedures to maintain integrity of established standard operating procedures.
- Managed project specifications, billing and estimates interfacing daily with suppliers, clients, account and creative team.
- Planned and directed the scheduling, processing of advertising and other creative projects in line with client specifications, budget and established deadlines.
- Developed and maintained traffic logistics by coordinating print jobs and directing the delivery and distribution of completed projects.

➤ **HCL Technologies Limited - Mumbai**

Designation : Software Engineer
Tenure : November 2006 to May 2007
Project Title : Public Utility Commission - PUC
Client Name : New York Government, USA
Technologies : C#.Net, Oracle 10g

Responsibilities:

- Managed coding, development work and was actively involved in making Stored Procedures Queries;
- Assembled XML Stored Procedure Data and Key File;
- Monitored test cases and technical documents for requirements.

Summer Project

Company : Lionbridge Technologies, Mumbai
Duration : 2 months
Project : Lead Generation, Business Development and Account Mining
Description : The object of the project was to generate qualified leads for Developing business for the Directors based out of US. The project focused on targeting the companies to which Lionbridge can provide technology solutions, research papers, identifying solutions right fit for Lionbridge services, creating the contact database of the Engineering and IT related officers.

Other Details

IT Skills : Well versed with Microsoft - Word, Excel, Powerpoints,
Languages : English (native), Hindi (native), Marathi (working)
Interest : Puzzles (Crosswords) - analytical thinking with problem solving skills
Date of Birth : 26th October, 1983
Address : D-401, Kasturi Vandana Complex CHSL., Bhayander (East), Thane - 401105
Marital Status : Married

(Kapil Agrawal)