

ATUL P. ANAND

President, Rosmerta Technologies Limited, New Delhi, India

- ✓ 30+ years work experience
- ✓ Visionary Business Leader
- ✓ Accomplished International Business Development Expert

☎ +91-9810020279, ✉ atulpanand@gmail.com

Linked In: <https://in.linkedin.com/pub/atul-anand/12/2aa/844>



CAREER SUMMARY

A highly resourceful, flexible, innovative and enthusiastic individual who possesses a considerable amount of knowledge regarding Business Development, Technology identification procedures and processes, Jt. Venture formation. Atul has excellent networking skills with good connect in Industry and Government.

A quick learner who can absorb new ideas, experienced in coordinating, planning and organising a wide range of business initiatives at top level. Being very versatile, he has served at well known companies in India in different industries like Chemicals, Telecommunication, IT, ITES, Exports of Light Engineering Goods and Imports, besides manufacturing.

Well organised and an excellent team player with a proven ability to work proactively in complex and competitive environments.

A well travelled business head; Atul has cultivated strong relationships with not only businessmen, bureaucrats, consultants and people in power but also people from all walks of life wherever he worked.

“*Atul is now looking for a career advancement opportunity with a company that will allow him to showcase his skills & potential as the **Entrepreneurial Business Leader.***”

WORK EXPERIENCE

- President, Rosmerta Technologies Limited, New Delhi, Sept 15 onwards
- Whole time Director, Virgo Softech Ltd Nov 10- Sept 15
- President, Omkam Group, New Delhi, Nov 07- Nov 10
- President, Rosmerta Technologies Private Limited, New Delhi, March 03 – Dec 07
- Executive Director, Shivalik Group of Companies, India, Sept. 87 – Feb 03
- Management Trainee, James Greaves & Co., U.K, June 86 – Sept. 86
- Factory Manager, Bandvulc Remoulds Ltd, U.K, June 85 – Sept. 85

AREAS OF EXPERTISE

- Identification of New Opportunities
- Joint Venture Formation
- Developing New Markets
- Relationship Management
- General Management
- Business Plans
- International Business Development
- Financial Acumen
- Increasing Sales

PROFESSIONAL SKILLS

- Enhancing operations
- Business development and service delivery
- Identifying, targeting and focusing resources
- Strategic business planning
- Ability to enthuse and develop staff
- Can work under deadline pressure and deliver high quality results
- Ability to organise and lead a planned programme of further growth
- Making high-level decisions about policy and strategy
- Ability to travel, use initiative and work independently
- Trouble shooter
- Self starter

PERSONAL PHILOSOPHY OF BUSINESS

Atul believes that successful enterprises move with the times. The success stems only from keeping pace with the times. During his 28 years of working, Atul has always strived to push forward the company to develop continuously and soundly

KEY SKILLS AND COMPETENCIES

Leadership Roles

- P & L responsibility of various verticals / divisions
- Looking after New Business Opportunities on International level and forming JVs with reputed International Brands.
- Leading, mentoring and monitoring the performance of employees to ensure efficiency in process operations and meeting individual & group targets.

Planning & Management:

- Devising & developing manufacturing plans and arranging resources to ensure achievement of targets as per budgeted parameters.
- Development of complete manufacturing system, machinery / infrastructure selection & procurement / outsourcing to put into production.
- Effectively liaise with stakeholders at all levels to understand requirements and develop strategies that ensure a robust supply chain with the best supply partners at a competitive cost.
- Initiating new process concepts for production optimization and yield improvement.
- Preparing & maintaining entire manufacturing related reports and work delegation schedules for timely completion of production process.

Strategic Alliances, Partnerships & Tie-ups

Successfully identifying best foreign partners and arranging tie-ups in the most promising / happening industry(s). Such as:

Shonkh / Rosmerta (March 03 – Dec 07)

- Structured the funding and purchase of Smart Card projects from Shonkh - Rosmerta.
- Managed company's strategic alliances with CA, Satyam, Virgosoft Tech, Leap Technologies, Laser Card Corp., USA; Versatile Card Tech., USA; Gemplus, France, Watchdata and Schlumberger, France.
- High Security Number Plate Business.

Shivalik group of companies(Sept. 87 – Feb 03)

- Offered telecommunications access, E-commerce and Multimedia-enhanced information services through web enabled interactive kiosks from India's 1st Public Access Kiosk Network in partnership with MTNL - HDM.
- Under a collaboration, set up the manufacturing operations of polyurethane chemicals.
- Forged collaborative outsourcing and supply chain relations ships with Hindustan Levers Limited and Rickett Benkieser Limited for the contract

manufacturing of soaps and house cleaning products.

Business Development

- Conceptualization of marketing plans including their advertising and promotional linkage.
- Arrangements and evaluation of various events across the region for the higher end market segment
- Functions of alternative revenue generation, brand management, consumer research, customer service, marketing communications, promotions and visual merchandising.
- Program, Product and Service Delivery -- Oversees design, marketing, promotion, delivery and quality of programs, products and services.

Financial Management

Successfully engineered many funding and financing business deals

Virgo Softech Limited (since Nov 10)

- Structured the funding and financing of Debt line and PE approx USD 10 Million.

Omkam Group (Nov 07- Nov 10)

- Represented a Cornerstone investor on the Board of One97 Limited and was instrumental in structuring his exit from the Company. Exit value of approx USD 20M.
- Indian team member of a UK based renewable energy fund, Berkeley Energy which raised E 80 M from CDC, KAF, BIO & other funds of funds.

Shonkh / Rosmerta (March 03 – Dec 07)

- Negotiated with potential venture capitalists both in India and abroad.
- After the start-up of the Smart Card projects in Delhi and Maharashtra raised USD 15 million (in three lots) for further capital investment in the start-up of projects in Gujarat, Kerala and Uttar Pradesh.

KEY ACHIEVEMENTS

- Consistent record of achieving success through maximization of revenues, profits.
- Delivered business growth in different industries including start-up.
- Under PPP arrangement with MTNL offered first time in the country services through web enabled interactive kiosks.
- Successfully completed a 200 bed hospital project in Nigeria - funded by UN. Atul's role started with arranging building design and construction

consultancy and continued till the complete furnishing of the hospital along with equipping it with medical equipments. **Almost everything needed for the construction for the hospital was exported from India.**

ACADEMICS

- **MBA** from Birmingham University, U.K. 1987.
- **Diploma in Business Administration** from University of Wales, U.K. 1986.
- **B. Com. (Honours)** Govt. College, Chandigarh, India 1984.
- School from St. Columbus, New Delhi, India 1980.

INTERNATIONAL WORKSHOP &

CONFERENCES

- Paper on e-governance - burning issues and innovative government leveraging ICT - DIT and PHD chamber, 2013.
- Paper Public Distribution System and Smart Cards at the "Smart Card Expo 2013", New Delhi.
- Presented papers on the subject of e-Governance and Smart cards at the "Smart Card Expo 2004", New Delhi and "The Cartes & IT Security 2004", Paris – 2004.
- 7th World Summit of Young Entrepreneurs, at the World Trade Centre in New York organised by the Institute of Leadership Development, York University, Toronto, Canada- 2000.
- 6th World Summit of Young Entrepreneurs, at the Palais des Congress, Lyon, France organised by the Institute of Leadership Development, York University, Toronto, Canada – 1998.
- Conference on "Initiative of Business and the UN" at the UN Institute, Turin, Italy – 1995.
- Diploma in Active Labour Policy Development from International Institute of Labour Studies, followed by the International Labour Conference as an intern, Geneva - 1993.

RECOGNITIONS

- Permanent invitee to old Columban's Trust, New Delhi
- President of India Chapter, Alumni of University of

Wales.

- Vice President of India Chapter, Alumni of University of Birmingham.

MEMBERSHIPS

- Member Managing Committee PHD Chamber of Commerce and Industry (PHDCCI).
- Co Chairman of IT Committee at the PHD Chamber of Commerce and Industry (PHDCCI).
- Co-Chairman of Skills Development Committee, PHDCCI.
- Co-Chairman of Delhi Committee, PHDCCI.
- Member of Defence, Building, Committee and Young Business Leaders Forum of PHDCCI
- Member of the Managing Committee of Heritage Motor Club of India.
- Member of India Habitat Centre, Kasauli Club, Chandigarh Club, Jaisal Club and Chemsford Club, Delhi.

INTERESTS & HOBBIES

- Passionate about Vintage cars : Owns a Red 1949 MGYT convertible tourer
- Driving - owns a Silver 2003 convertible Sand Storm.
- Making friends; Networking; A people's person – adroit at art of connecting with people.
- Technology Geek
- Watching movies....
- Supporter of the Arya Kanya Sadan and orphanage for the girl child.

PERSONAL

Date of Birth: August 29, 1963

Address : 16, Nizamuddin East, New Delhi - 110 013

Languages : English Hindi

Driving : Valid UK driving licence

Visas : Long term visas for USA and UK

ATUL'S MAIN HONORS:

- 1987 : Technology tie up between a German picture tube manufacturer and UPTRON India
- 1987 : Prepared a Project report and plan for a UK company to sell crucibles in the Indian smelting industry, which involved feasibility study, budgeting, task scheduling, procurement and project tracking.
- 1988 : JV between NRG PLC, Washington, UK and Shivathene Linopack for the manufacture of Polyols for the Rigid and semi rigid Polyurethane Industry using castor oil.
- 1990 : Technology tie up with ICI PLC for the manufacture of polyester polyols for the coating industry.
- 1992 : Collaborative outsourcing and supply chain relations ships with Hindustan Levers Limited and Rickett Benkier Limited for the contract manufacturing of soaps and house cleaning products.
- 1994 : Registered and Negotiated World Bank / United Nations tenders & orders in Africa for Light engineering goods, household products and equipments for the health, water and agriculture sectors.
- 1995 : Signed numerous agreements with Indian Small and Medium Enterprises for trade with the private sector and UN agencies under their relief and emergency programs through IAPSO, UNDP, WHO, ILO and UNHCR.
- 1999 : Signed an exclusive sales with M / s KING Products Inc, Canada for sale of Public Access Kiosks in India
- 2000 : Signed a revenue share agreement with MTNL for establishing India's FIRST Public Access Kiosk Network
- 2000 : Signed an agreement with Standard Chartered Bank for establishing a Visa certified credit card payment gateway.
- 2001 : JV with American Bank, Mauritius for 50% equity participation in the MTNL Public Access Kiosk Network.
- 2002 : JV with American Bank, Mauritius for establishing a Public Access Kiosk Network for Mauritius telecom.
- 2002 : Negotiated and sold the Indian Co running the MTNL Public Access Kiosk Network to American Bank, Mauritius
- 2003 : Exclusive sales tie up with Optical Card manufacturer, Laser Card USA with Shonkh technology
- 2004 : Exclusive sales tie up with Smart Card manufacturer, Gemalto France with Shonkh technology
- 2004 : Successfully implemented the Smart Card based Vehicle registration project for the Transport Department, Government of Delhi.
- 2004 : Sales and marketing tie ups with ITI Limited, BEL Limited and TCIL Limited.
- 2004 : Signed a PE agreement with the The Wallenberg family, a prominent Swedish family and financial dynasty.
- 2004 : Developed verticals such as ration / student card, digitization of property records and e-passport.
- 2005 : Established excellent relations with Xerox for a Document Management system and with NEC for establishing a criminal-grade Automated fingerprint Identification System for various police departments.
- 2005 : Negotiated PE agreement with Indus Capital, UK for USD 50 Million.
- 2005 : Signed strategic alliances with CA, Satyam, Virgosoft Tech, Leap Technologies, Versatile Card Tech., USA; Watchdata and Schlumberger, France.
- 2005 : Successfully implemented the Smart Card based Vehicle registration project for the Transport Department, Government of Maharashtra
- 2005 : JV tie up with Chinese Company for manufacture of High Security Number plates
- 2006 : JV tie up with Dutch Company for manufacture of High Security Number plates

- 2006 : JV signed up with British School of Motoring, a RAC Company to run driving schools in India on a BOOT basis.
 - 2007 : JV signed up with Red Driving School, UK to run driving schools in India on a BOOT basis.
 - 2007 : MOU Signed with Berkeley Energy, UK. Indian team member of a UK based renewable energy fund, Berkeley Energy which raised E 80 M from CDC, KAF, BIO & other funds of funds.
 - 2007 : Represented a Cornerstone investor on the Board of One97 Limited and was instrumental in structuring his exit from the Company. Exit value of approx USD 20M
 - 2007 : Commercialised verticals such as Ration card, Digitization Smart City concepts, Photo meter reading and Unique Identification (ADHAAR)- Virgo
 - 2008 : Evaluated Insurance Broking in India with Kerry London, UK
 - 2008 : Technology tie up for biometric de-duplication with Daon, Ireland
 - 2009 : Technology tieup with Avego, Ireland, for real-time information and management systems that use GPS, GSM, Geographic Information Systems, Internet and iPhone technologies to facilitate a shift from single-occupancy vehicles to sustainable transport.
 - 2009 : Consulted with UPSRTC to develop and bid for a maintenance contract on turnkey basis for the supply & installation of a real-time information and management systems using GPS, GSM, Geographic Information Systems, Internet based Vehicle Tracking system(GPRS), GPRS based Electronic Ticket Machine supporting Smart Cards as per requirements of JnNURM scheme issued by Ministry of Urban Development
 - 2010 : Signed technology tie up agreement with Sonda Technologies, Russia for Automatic Fingerprint Identity System for working with the National Crime Record Bureau for criminal fingerprinting and various civil applications such as Transport Sector, PDS, ID, including Biometric services.
 - 2010 : Consortium signed with HCL Limited for implementing the MP Public Distribution System project.
 - 2011 : Negotiated and Structured the funding and financing of Debt line and PE approx USD 10 M- Virgo
 - 2013 : Evaluated Insurance Broking in India with James Hallam, UK and Miles Smith, UK
 - 2014 : Conceptualised and developed a Aadhaar enabled Hand Held terminal for Transport Sector, PDS, ID, including Biometric services.
 - 2015 : Spear headed the techno commercial team to become OEM supplier of Speed Governors to Mahindra and Mahindra
 Participated and won the Driving Licence tender in the State of Maharashtra and the Driving Licence and Vehicle Registration tender in the state of Jharkhand
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