

Bhaskar Rajan



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Working as a successful leader with ~ 19 years exposure to Product & Project Management, Worked with major telecom companies Nokia, Sasken, ST Ericsson, Maxx Mobiles. Currently working as Product Development Head . Excellent communication Skills handling major Chinese ODMs, OEM's & IDH's. Hands-on experience on Software, Hardware, Quality ,Planning & Production, Factory Operations, Accounts & Finance, Purchase, SCM , HR & Admin, Maintenance, Factory compliance, NPI. Managed 400+ resources.

KEY SKILLS –

- ◆ PROJECT MANAGEMENT
- ◆ OPERATIONS MANAGEMENT
- ◆ PEOPLE MANAGEMENT
- ◆ BUDEGTING
- ◆ COSTING
- ◆ STATUTORY MANAGEMENT
- ◆ PRODUCTION MANAGEMENT
- ◆ SUPPLY CHAIN MANAGEMENT
- ◆ HR & ADMIN

- EXPERIENCE & DEEP KNOWLEDGE IN ESTABLISHMENT OF ELECTRONICS & MEDICAL EQUIPMENT (CLASS B) MANUFACTURING SETUP FROM SCRATCH
- PURSUING PROFESSIONAL PROGRAM IN LEAN OPERATIONS MANAGEMENT & SIX SIGMA FROM IIM VIZAG

CAREER CONTOUR

Balaji Mobitech Private Limited – Noida (Uttar Pradesh) (Brand - Maxx)

Product Development Head

Aug'2023—Till Date

Product – Bluetooth Neck Band, Bluetooth TWS (Earbuds), Handsfree, Smart Watch, Mobile Charger, Charging Cable ,Data Cable, AUX Cable , OTG Cable , Apple Certified Cable, Car Charger ,Power Bank, Smart Gadgets & Mobile Accessories

- ◆ Manage all aspects of product development, ensuring timely completion.
- ◆ Oversee vendor sourcing, negotiation, and procurement .
- ◆ 10+ Years of Experience in dealing with the Chinese vendor ecosystem, frequent travel to China , Hongkong for Vendor Selection, Audit .
- ◆ Extensive knowledge of Smart Gadgets and electronics concepts for NPI .
- ◆ New Vendor Development
- ◆ Product Management
- ◆ Business Process Improvement
- ◆ Handling entire import movement , Supply chain management

- ◆ Managing & Assisting entire unit in terms of NPI (New Product Introduction) , Supply Chain Management , Production , Quality Control , Operations , HR & Admin
- ◆ Assisting Accounts & Finance, Sales , Digital Marketing

Tushti International Private Limited – Haridwar (U.K) (Brand – Maxx & Tushti)

Factory Manager– Production & Operations

Aug'2020—Jul'2023

Product – Oximeter, Digital Thermometer, Infrared Thermometer, BT Neck Band, TWS, Smart Watch, Mobile Charger, Data & AUX Cable

- ◆ Handling end to end overall operation for new product development or improvement of existing product with thrust on reducing product cost.
- ◆ Setting up successful plant operation while exceeding all set goals and reducing cost .
- ◆ Process quality improvement and Quality assurance
- ◆ Planning effectuating preventive shutdown, breakdown and predictive maintenance schedules for to ensure zero/ minimum breakdown as well as increase machine up time and equipment reliability.
- ◆ Managing diverse range of plant operation activities such as execution of strategic plans, plant layout, process & equipment, capacity utilization, process control, raw material localization, cost management, audit and quality assurance.
- ◆ Leading projects from concepts to commissioning stage & activities involving gathering various requirement with respect to utilities, machines, manpower and ensuring timely completion of the same.
- ◆ Streamlining plant operation involving maintaining product quality & managing optimization to ensure smooth operation.
- ◆ Governing process, work instruction & SOPs, streamlining work flow and creating environment to enhance productivity.
- ◆ Contributing to development of vision, mission & goal and other top-level strategies and tactics for achieving long & short-term aspirations of company, creating and implementing best practices, strategy, policies, processes & procedures to achieve company's goals and ambition.
- ◆ Responsible to Drive a culture of performance & safety within plant, managing production of daily, weekly, monthly targets in line with customer specification, meeting all quality and safety standards.
- ◆ Translating business strategy into operational tactics, managing operations involving resource mobilization and execution within timeline, ensuring strict adherence with service standards.

ACHIEVEMENTS –

- ◆ Took Medical License on priority basis so that manufacturing of Medical equipment can be continued.
- ◆ Setting up new manufacturing unit for Medical Equipment (Class B) as per Drug Licensing cum Controlling Authority.

Note : Maxx Mobile Communications Limited has been acquired by Tushti International Pvt Ltd., Medical Equipment's has been launched under Tushti International Pvt Ltd & Mobile accessories has been launched under Maxx Brand .

Maxx Mobile Communications Limited – Haridwar(U.K) (Brand - Maxx)

Factory Manager– Production & Operations

Nov'2015—July 2020

Product – Mobile Phones, Charger, Battery, LED TV
Power Bank, Ear Phone, Data & AUX Cable

- ◆ Managed Software customization of Products like Mobile Phones etc. .
- ◆ Worked on SW Development of Internal Project "Project Management System", managed Requirement gathering & analysis of all modules of Project, UAT.
- ◆ Spearheading the efficient and effective day to day operations of the plant including Operations, Planning, Production, Purchase, Maintenance, Supply Chain Management, Accounts & finance, Maintenance, Factory compliance as well as administrative functions.
- ◆ Planning, organizing, directing and controlling manufacturing operations through lean initiatives and business excellence philosophy.
- ◆ Formulating strategies for achieving annual business goals for the division and managing overall operations of the unit and leading teams towards the achievement of organizational goals and industry best practices.
- ◆ Formulating standard operating procedures for new processes/equipment to control the quality of manufactured goods.
- ◆ Providing guidance and recommending improvements on manufacturing methods to reduce errors
- ◆ Ensure that Environmental, Health and Safety, manufacturing and quality standards and procedures are adhered to
- ◆ Manage & ensure all plant compliance in terms of Factory license, Pollution consent, Functional Certificate, Electric and Fire Safety NOC etc are updated regularly and are in place.
- ◆ Oversee material storage, dispatch and outbound logistics
- ◆ Oversee activities of Kaizen, Process compliance, automation for productivity improvements etc.
- ◆ To drive 5S in the factory premises and ensure, the same is maintained spik and span.
- ◆ Monitor and Control all operational cost against budget and cost of poor quality.
- ◆ Oversee Product & Line scheduling for monthly, daily production in manufacturing area to ensure compliance to target.
- ◆ Responsible for various audit adherence and ensure the various standards are met to implement new customer standards.
- ◆ Adaptation of problem solving technique like 8D method, fish bone diagram, why-why analysis, Well conversant about 7QC tools and its implementations.
- ◆ Prepare & update MIS Reports to Management.
- ◆ Debtors & creditors control.
- ◆ Cost control & cost reduction analysis in all areas of plant.

ACHIEVEMENTS –

- ◆ Plan, Strategize & Execute Mobile Phones Assembly Setup at factory.
- ◆ Execute Instruments procurement, Technical support, Manpower planning, Material Management.
- ◆ Quality Standardization IQC, OQC, PQC, On-line QC for Assembly setup.
- ◆ Technical & Process Training to team for mobile assembly.
- ◆ Successful closure of Excise & Customs, PF & Labour Dept. Audits.
- ◆ Successful closure of Sale Tax old backlog assessments.

Manager –Product Development

May'2013—Oct'2015

Product – Mobile Phones

- ◆ Managing Software & Hardware Customization/Testing of New Products in sync with Product Development plan.
- ◆ Improving Maxx Products quality through close alignments with Vendor and Quality Control in China.
- ◆ Setup Compatibility, Performance Stress/Load Testing to control top market issues of New Products.
- ◆ Benchmarking Chipset manufacturers and Competitors to enhance Maxx products quality and reduce market escalations.
- ◆ Coordination with ODM's for Overall Product Quality Control & Issue Resolution.
- ◆ Close co-ordinations with Raw Materials Suppliers for Hardware Quality & its Failure Control.
- ◆ MFR Analysis and Improvement Action.
- ◆ Standardization of PCB, Camera, Charger & Battery across Products.
- ◆ Coordination with Service team for Mkt Issue Resolution.
- ◆ CE, SAR, Rohs, IDA, BIS, IMEI managing & monitoring with labs/agency for Maxx Products.
- ◆ Organize, plan and direct program schedules and budgets.
- ◆ Responsible for tracking relevant Product metrics and drive action items based on results.
- ◆ Provide support, knowledge and expertise with contract negotiations as required.
- ◆ Oversee all interdepartmental activities ensuring completion of all commitments made relative to product development timelines, delivery, quality and the required business metrics.
- ◆ Handling the entire lifecycle of the product.
- ◆ Co-ordination with multiple stake holders team for on time Product Closure.

ACHIEVEMENTS –

- ◆ Setup of Hardware Test Lab for Audio, Battery, Ageing and Reliability Testing of New Products.
- ◆ Successfully Developed 200+ products (Mobiles, Tablets & Accessories) during the tenure.
- ◆ Successfully launched 120 Mobile Phones in a calendar year [Yr13-14].

Sasken Technologies Limited- Mumbai & Bengaluru

Senior Engineer – Product Test

Sep'2009—Mar'2013

Project – 2 (Android WLAN – Validation) – Client ST Ericsson, G Noida

- ◆ WLAN (802.11 b/g/n) performance testing Co-existence testing for Bluetooth and WLAN for the board.
- ◆ Feature Testing of 802.11 b/g feature.
- ◆ WLAN (802.11 b/g/n) TCP /UDP throughput measurement with and without various security Options.
- ◆ Bluetooth OPP, FTP, HFAG, A2DP validation with and without WLAN.
- ◆ Capture the sniffer logs and debug the log when there is some error.

Project – 1 (Nokia S30/S40/S60-Product Test & Mobile Application) – Client NOKIA, Mumbai & Bangalore

- ◆ Testing on Symbian devices which include Manual, Stress and overall testing on all the features for launched and yet-to-be launched phones.
- ◆ Website testing for checking the desktop compatibility on mobile. Website testing includes testing of different Flash video websites and Flash gaming websites.
- ◆ Conducting Test Camps and True test camps during different phases before launching the Product to reproduce Critical scenarios.
- ◆ Planning, execution and coordination of usability evaluations to define product usability.
- ◆ Active participation in Test Camps and True test camps.
- ◆ Involved in first level support to End-user's like Tester, Test lead, Test Manager on HP Quality Center as a Project Admin.

ACHIEVEMENTS –

- ◆ Proposed "Reminder" Feature to turn OFF WLAN/Bluetooth if it's ON but feature is inactive/idle for last 15/30 Minutes, this feature can save battery life of device.

Marquis Technologies - Mumbai

R&D Test Engineer

Jul'2008—Aug'2009

Project – 1 (Nokia S30/S40/S60-Test Tools, Mobile Applications) – Client NOKIA, Mumbai

- ◆ Involved in Testing Nokia homegrown Testing tools in QA and Production Environment.
- ◆ Involved in Adhoc test, Retest and regression test for Nokia homegrown Testing tools.
- ◆ Involved in creation of new feature requirement /modification request report for Test Management.

ACHIEVEMENTS –

- ◆ Proposed LCD/Glass foldable phones in NOKIA Sphere forum.
- ◆ Proposed to implement Medium Wave (Amplitude Modulation) Radio Feature in NOKIA Mobile Phones, FM (Short Wave) was already available in most of the Mobile Phones. Idea behind is to provide benefit to rural areas as FM was not reachable in rural areas.

Shri Ram College – Muzaffarnagar (U.P)

Lecturer (BCA Dept.)

Dec'2005—May'2008

ACADEMICS

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- ◆ Bachelor of Engineering B.E (Information Technology), Rajasthan University, Jaipur, Rajasthan, 2005
 - ◆ XIIth from CBSE Board in 2000
 - ◆ Xth from CBSE Board in 1998

PERSONAL DOSSIER

Date of Birth	: 24th April, 1983
Current Address	: Noida , Sector-143
Permanent Address.	: Muzaffar Nagar (U.P)
Marital Status	: Married
Languages Known	: English, Hindi
Joining Time Required	: 30-45 Days
Interest to Relocate	: Yes

References : Available on Request

(The above information is true to the best of my knowledge & belief)

Place : Noida
Date

Bhaskar Rajan

