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Top Skills

Logistics
Supply Chain Management
New Business Development

Languages

Hindi
Tamil
English

Honors-Awards

Automation in Intralogistics Industry-
India
LinkedIn Badge
warehouse automation
Warehouse and intralogistics design
Challenges on Automation
Recyclable packaging in automotive
Industry

RAVISHANKAR SUBRAMANIAN

PROMOTER and CEO at MMSS Consulting Services INDIA LLP
Chennai, Tamil Nadu, India

Summary

Cuurrently a copromoter of MMSS Consulting services India
LLP, an intralogistic design, warehouse automation consulting &
implementation firm

A one stop intra-logistics design and implementation professional
with over 29 years of domestic and international experience. A start
up and turn-around specialist with expertise in warehouse and its
process flow designs. Has travelled extensively across the entire
geography of the country to study market behaviour for the entire
gamut of solutions in supply chain, warehousing consolidation and
distribution processes. I am continuing to be close to the market
observing the evolution, growth, adaption to new concepts and
technologies for over two decades, I have managed P & L and
provided values and guide lines to various business cost centers that
enable a profitable business, sustainable and grow by suggesting
and implementing direct and indirect cost saving measures to the
business processes..

I have gained vast experience to guide, design and develop ideal
green and brown warehouse models addressing, protecting of
products, improvements to labour productivity, evaluation of optimum
Capex and Opex for various MNCs and Indian Companies to assist
them take an informed correct decision to support early ROIs. I have
diligently walked through various work flow processes to study the
business drivers in growth segments such as automotive OEM,
ancillaries, and parts distribution, pharma, e-commerce and Retail,
logistics and distribution, FMCG manufacturing and distribution,
natural and synthetic yarn to processed fabrics, garments, cold
chain, food processing, 3PL etc .I have traveled across the world
understanding the drivers for CAPEX for various warehousing
applications. I am continuously updating myself with the changing
market scenario to generate models of ideal and sustainable
warehouse infrastructure. Has undertaken market survey across a

large market sample for start-up business and suggested business models successfully.

Experience

MMSS Consulting SERVICES India LLP

Promoter and CEO

June 2017 - Present

Chennai Area, India

Promoter and heading the startup warehouse, intralogistics design and implementation consultancy firm to offer the choice of optimum value to the investments on SCM and warehouse logistic facilities. We are already working closely with some of our Niche clients in the market as strategic partners in our collective pursuit of successful and sustainable resources as the Indian business environment demands. Pl visit <http://www.mmssconsultingllp.in>: and/ write to ravishankar.subramanian@mmssxonsultingllp.in: for any further info

MMSS Consultant Services

Promoter and Partner

November 2016 - Present

Chennai Area, India

I have promoted a Project management, warehouse and intralogistics design consulting firm <http://www.mmssconsultant.in>; The firm will offer my clients, the choice of optimum solutions for manual and automated warehousing and intralogistic solutions. We also specialize on optimizing process flow manufacturing designs, green and brown warehouse infrastructure modernisation. Thanks to my well wishers for being with me all along and request your continued support. You may please send your queries to info@mmssconsultant.in;

Nilkamal GROUP

Vice President, Integrated Business Solutions

July 2012 - October 2016 (4 years 4 months)

Mumbai/ Chennai

Headed the strategy, business development and integration of a business vertical in material handling division of Rs. 2000 crore Indian Multinational Nilkamal Group; an initiative, to provide cost efficient material handling, process flow and storage solutions under one roof. Also micro managed business development and sales in Chennai and other south offices for an interim period.

SSI SCHAEFER COUNTRY HEAD INDIA

May 2008 - June 2012 (4 years 2 months)

Responsible for Establishing Successfully the start up India operations of SSI SCHAEFER- www.ssi-schaefer.in; a part of the 2.3 B Euro German Based family owned business, Our company has been the world leader consistently for over five years in warehouse equipment and system automation. We have successfully implemented over 100 projects in India.

Nilkamal Group

HEAD Special Projects (Storage Business Division)

September 2003 - April 2008 (4 years 8 months)

Mumbai

- Selected from among 64 key senior management employees to visit Germany for six weeks and identify a key joint venture opportunity to support the company's growth plans.
- Successfully negotiated JV partnerships with two German firms, Hanel Buro and Lager Systems in 2003 and BITO LAGER TECHNIQUE IN 2005 for storage equipments for small parts dense storage and static and dynamic storage and material handling systems. Signed business agreements on behalf of the company for marketing and servicing the products sold in india.
- Successfully identified the business space and business strategy for the above products and services in India and achieved an effective sales strategy. Collaborated with Human Resources in defining job requirements and recruiting qualified people to staff the above new business initiatives. Defined the performance metrics for these positions and implemented proper reporting and accountability systems.
- As a result of identifying a few business jointventure opportunities during my Germany visit in 2003, Bito Lager Technique and Nilkamal agreed to set up a JV manufacturing facility in India in Mid of 2005.
- I was given a core team to undertake a market survey for six months covering key market area in order to submit a business viability report to the management along with trial sales.
- I was also given an additional responsibility to be a part of the strategic management team and contribute to the new Joint venture business plan with BITO Lagertechnique Germany in Early 2006
- I was given an additional responsibility to identify and suggest the right business model for this key growth strategy of the group
- One of the major key account project we won in the year 2007 was with the world leading paint company for an ASRS project worth US \$ 2 Million.

- Organized, managed successfully, and participated in a major exhibition project for the Company at the inaugural CEMAT 2007 in India.

Nilkamal Group

HEAD Special Projects (Material handling Division)

August 1999 - August 2003 (4 years 1 month)

Chennai/ Mumbai

- Achieved a 15-fold growth in business revenues over the period from 1999 to 2003
- Conceptualized, designed and implemented a value added business model into the existing range of solutions.
- I was provided an opportunity to create a very unique concept of containerization in the automotive industry, which was extremely successful in the industry and appreciated by my management for the values it brought into the vision of growth plan within the group.
- Created new applications for customised value added material handling solutions, recyclable packaging and transportation systems and introduced into the growing market demand in the automotive, engineering, electronics and pharma sector.
- Successfully developed the in-house designing and manufacturing capabilities by sourcing the right equipments and built a team of over 100 skilled force involved in design, manufacturing quality control and dispatch.
- Successfully built capabilities in the core branch sales team choosing the right sales staff in each of the 30 odd branches across the country to train and specialize on value added selling to increase marketability and value for the products with the existing and new customers.

Aarudhra Plastics PVT Ltd

Director

April 1986 - August 1999 (13 years 5 months)

Industrial plastic processing and sheet metal fabrications, Steel Cage pallets, Work benches, work flow racks, on line shelving and design and supply of specialised recycleable packaging for transportation of parts to OEMs in automotive industries

Education

University of Madras

B.Sc, Chemistry · (1979 - 1982)

Indian Institute of Management, Ahmedabad
Training, Warehouse Design and Management Program · (2015)

Asan Memorial Senior Secondary School
higher secondary school certification from CBSE, Physical
Sciences · (1977 - 1979)

KEY PROJECTS:

- Asian Paints
- Pro-connect Supply chain
- Coca Cola
- Pepsi-Co
- Adani Logistics
- Amazon
- Me N Moms,
- VKA Polymers, Karur
- Gilbarco Veeder Root Pvt Ltd
- TVS Motor company Hosur
- Atlas Textiles, Karur

01-Sep-17

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s MMSS CONSULTING SERVICES INDIA LLP, represented by its Promoter CEO, Mr. Ravishankar Subramanian, with their office at 23/7, Alamelumangapuram, Mylapore, Chennai 600004, <http://www://mmssconsultingllp.in>; are one of the Value Added Partners (VAR) to represent Bastian solutions in order to provide solution support to their clients for various projects across India.

Both the organizations have signed an agreement to this effect and its due for a review in April 2019. Apart from this, the two organizations have the right to independently pursue their business goals.

During our association when Ravishankar Subramanian was heading SSI Schaefer India operations, we collaborated and successfully completed a project for Asian Paints Khandala. The System consisted of 14 Nos of 30 Mts High Automated Stacker Cranes; 32,500 Pallet Locations; 4.5 Kms of Conveyors & 15 Robots. The approximate value of the project was Rs. 65 Crores.

For Bastian Solutions India Pvt. Ltd.



(SPS Chauhan)

Director - Asia & Middle East

September 20, 2017

To Whom It May Concern

This is to inform that we know **Mr. Ravishankar Subramanian, Chief Executive Officer, MMSS Consulting Services India LLP** who had worked in his capacity then, as the Country Head for SSI Schaefer, India operations.

He has designed and executed two large VNA racking projects (over 10000 pallet positions) and a three tier shelving project. He has also collaborated with us for the ideal choice of material handling equipment solutions which we procured from various vendors.

We understand that he is now on his own heading the intra logistics consulting business of **MMSS CONSULTING SERVICES INDIA LLP.**

We are satisfied with his professional approach and his contribution to these projects and wish him all success in his new venture.

With regards,
For **ProConnect Supply Chain Solutions Limited**



Dr. Arunachalam R
Chief Executive Officer