

MR. HERGA POORNACHANDRA KEDILAYA– MANAGING DIRECTOR

Mr. Herga Poornachandra Kedilaya, is a Promoter and Managing Director of the Company. He has been on the Board of Directors since 2021. He holds Bachelor's Degree in Engineering from Bangalore University, Karnataka. As a young graduate employee itself, he had won many accolades in his brief stint as a Design Engineer. He started his career in the field of petrochemical industry as a design engineer for a couple of years, which was directly followed by an entrepreneurship spanning more than 26 years.

He also has an in-depth knowledge of product pricing, Life Cycle Costing (L.C.C), RAMS (Reliability, Availability, Maintainability and Safety), Channel and Retail distribution networking pan India and all the facets of commercial banking like handling bank guarantees, Letter of credits, export financing, taxation and other statutory requirements. He is a visionary and provides valuable strategies and guidance to his teams. He has a unique techno-commercial knowledge of handling both B2B and B2C models and is very well versed in product pricing and in establishing product channel partnership networks for accelerating scalability.