

PROFILE



Rajesh Lele

DOB - 18 Oct 1963
Age - 58 years
Experience - 38 yr

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Competence Areas

Quality Milk Procurement

Project Management

Business Development & Management

Educational Qualification

Advanced Diploma in Business Administration from Welingkar Institute of Management Development and Research, Matunga, Mumbai - Dec 2008

BA (Economics) from Bombay University - April 1987

Indian Dairy Diploma (Dairy Technology) from Dairy Science Institute, Aarey, Mumbai - May 1983

Gold Medalist from **Indian Council of Agricultural Research (ICAR)**

Career Graph

March 16 onwards

Dairy Business Consultant: Started working as advisor with renowned dairy companies like Lactalis (India), Milk Mantra Odisha, MilkLane Bangalore, VRS Foods Maharashtra, RUFIL Jaipur and Rajhans Coop Union Maharashtra.

Nov '14 - Feb '16

VRS Foods Ltd.: Business Head (Maharashtra)

Jan '09 - Oct '14

Igloo Dairy Services Pvt. Ltd., Vashi, Navi Mumbai General Manager

Jan '99 - Dec '08

Schreiber Dynamix Dairies Ltd.: Called back by company to be Vice President - Milk Procurement

Feb '98 - Dec '98

Rajarambapu Patil Sahakari Dudh Sangh, Islampur: General Manager

Jan '94 - Jan '98

Dynamix Dairy Industries Ltd., Baramati: Headed Milk Procurement operations as Manager (Milk Procurement)

Sep '89 - Dec '93

Gokul Dairy: Headed their newly setup Liquid Milk Operations in Mumbai

Aug '83 - Aug '89

Warana Dairy: one of the leading co-operatives in Maharashtra and headed their liquid milk operations in the city of Mumbai

Key Achievements

Dairy Business Consultant

Operating as consultant to dairy companies for setting up new projects and upgradation of the existing operations.

Setup greenfield project of capacity 1 lakh lit/day for RUFIL Dairy, Jaipur for procurement and processing of milk and manufacturing products like Swiss Yogurt and other fermented milk products.

Setup greenfield project of 150 BMCs to procure 3 lakh lit of high quality milk for Prabhat Dairy, now Lactalis (India). Advised them for upgradation of their milk procurement facility for more volume and improved milk quality.

Affiliations

Life Member of
Indian Dairy
Association (IDA)

Secretary and
Member of Zonal
Executive Commit-
tee of IDA (West
Zone)

**Served as Secre-
tary General of
45th Dairy Industry
Conference:** Suc-
cessfully organized
the conference in
February 2017 in
Mumbai organized
by Indian Dairy As-
sociation (West
Zone)

Currently advising Paras Dairy, Maharashtra for setting up of ultramodern milk procurement facility for 3 lakh lit/day as greenfield project. Also helping them to upgrade the quality of their existing milk procurement.

Advising Rajhans Dairy, a 45 year old cooperative in Maharashtra handling about 3.50 lakh lit milk/day to strategize their business to grow their turnover from current 500 Cr to 1000+ Cr.

Working with a Bangalore based company MilkLane, currently handling 1.10 Lakh lit milk/day to manage their B2B sale of milk, Paneer, Ghee and other fermented milk products.

VRS Foods Ltd (Paras)

I was heading their Maharashtra operations from milk procurement, project, plant, third party operations and sales for western region covering Maharashtra & Gujarat.

Igloo Dairy

A private dairy unit on the outskirts of Mumbai specialized in providing milk processing and packaging services to country's leading dairy brands like Amul, Mother Dairy, Mahananda, Gokul etc. I was heading entire operation of this company in the capacity of General Manager reporting to Executive Director.

Igloo has 5 plants with a total capacity of 1.2 million lit per day with current handling of 9 lac lit per day.

I started milk procurement activity in Igloo in the year 2012. Twenty three Bulk Milk Coolers (BMCs) were setup in Pune district with an overall capacity of 125000 lpd with 85000 lit of milk collection per day. Total procurement system was operated on real-time software without manual intervention. Direct bank account payment system was also setup. This complete setup has now been taken over by Prabhat.

Schreiber Dynamix Dairy

Dynamix is an ultra modern, multi-product state of art, dairy plant with an installed capacity of 1 million liters of milk per day. I was associated with this plant since its inception and was actively involved in the procurement planning of the plant.

In my tenure, daily procurement of the Company touched the peak of 1.3 million lit per day in the year 2008.

In addition to day-to-day activities of Milk Procurement, I executed an ambitious plan of modernization of milk collection system in milkshed area with capital outlay of Rs.50 crores.

Krishna Dairy

During my short tenure in this Union, I computerized most of the operations like attendance, payroll, milk purchase and sales accounting as well as financial accounting systems. Intensive activities of extension and input services in the milkshed area were initiated to enhance milk production, which yielded immediate results. Expansion of dairy plant and cattle feed factory was also taken up during my tenure.

Gokul Dairy

Establishing the liquid milk sale of one of the most successful brands in Mumbai popularly known as "**Gokul**"

I was responsible for handling and marketing of milk including financial and administrative control of this independent unit and was directly reporting to the Managing Director. This unit had a total strength of 165 employees, including the technical and administrative staff having a total annual turnover of Rs.100 crores.

Today, "**Gokul**" sells 15 lac liters milk per day in Maharashtra.