



# Company Profile





# Index

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- About
- Services
- Leadership
- Capabilities
- Contact us



# About Us



**SUGOYA** India provides a unique approach to the Management services to our global Clients. Our commitment to *Innovation and excellence* drives our portfolio from evaluating a business opportunity to setting up the new businesses in India, Supporting the manufacturing industry in their next level of growth to making them globally competitive.

Execution is our strength. We believe in *building trust* and create a *long-term value* for our clients. We focus on complete ecosystem and drive a positive change by collaborating with key stakeholders. We take end to end responsibility in complete value chain, develop sound business logics and remove bottlenecks.

Our **PURPOSE** is to bring in a positive and enduring change by building sustainable businesses and create happy places to work.

Our **VALUES** are Ethics, Passion, Responsive, Speed & Respect



# Our Services





# Business Management & Restructuring

Our partners brings in rich experience in restructuring and turnaround of multibillion dollar revenue businesses. We provide Visionary and Strategic leadership to the business in its growth and transformation journey.

We help our clients in realizing the full potential of the business by bringing it to the benchmark levels on end to end value chain.

Our experienced team is capable of evaluation of any new business proposal, establishment of Manufacturing and Supply chain setups and even recommending a Go To Market strategy.



# Business Process Assessment & Enhancement

Sugoya India partners with their experience in business management can evaluate the effectiveness of present business processes of our clients, compare it with the benchmark levels and suggest suitable actions.

Such Assessments/Audits can support the management to understand the ground situation and provides the opportunity to improve Losses, Productivity, Cost efficiency, Quality, Safety and even Hr processes.

We support our clients in improving cost efficiency and productivity by implementation of Lean, Six sigma, Deming, TPM & WCM methodology to take their business to the world class levels.





# Cost Management

Sugoya India can help the clients in Improving the per unit cost by adopting Lean, TPM and Deming Methodology.

Approach adopted:

1. Identification of Major cost levers Like Raw material cost, Logistic cost, Manpower cost, Inventory cost, Manufacturing cost and overheads impacting the unit cost.
2. Improving the cost by optimising the supply chain cost, Work content study using PMTS, Capacity enhancement using Lean tools, Lead time reduction, Improving DWM, Low cost automation and implementing of Digitisation & Industry 4.0 practices.





# Factory Management

Sugoya India can support its clients in creating a World Class Factories or Manufacturing systems by supporting them the following areas.

1. Project management
2. Capacity enhancement
3. Quality systems for zero defect
4. Factory Cost Management
5. Industrial Engineering services
6. World class practices implementation
7. Digitalisation to industry 4.0 requirement
8. ESG systems

Clients can chose one or more areas based on their requirements.



# Capacity Enhancement

We can help the clients in enhancing the capacity of their manufacturing plants and support the company in avoidance/delay of huge capital expenditure.

Approach adopted:

1. Identification of Bottleneck areas, Wastages, NVA, Material flow, Machine capability, On line and offline activities & Lead time calculations
2. Capacity Enhancement is done using PMTS, Loss measurement, Layout improvement, Improving Shop floor management, Low cost automation and Digitisation & Industry 4.0 methodology.





# Quality systems for Zero Defect

Establishment or upgrading the Quality systems to helps our clients in achieving Zero defects.

Approach Adopted:

1. Diagnostic study to identify present system and gaps.
2. Creating a robust Quality systems based on TQM, Deming and TPM methodology.
3. Improving Managerial Skill for Quality Management.
4. Digitisation and Industry 4.0 methodology for Quality improvement.
5. Measurement of improvements and sustenance of the Quality systems



# Industrial Engineering services

Improve productivity by establishing machine and manpower utilization standards, work flow optimization using PMTS techniques.

Improve working capital optimization & logistic efficiency by discrete event simulations

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# Leadership Profile





**Sunil Duggal- Chairman**

Thapar college alumnus with advance leadership courses from IMD , Switzerland & IIM Calcutta

Sunil has three decades of experience and held Sr leadership positions like “Whole time Director and CEO at Vedanta Ltd, CEO and MD of Hindustan Zinc and president Ambuja Cements”. He has provided vision and strategic leadership to Vedanta and help the organisation to become the core natural resources leader in the country. He has been able to turnaround many businesses with innovative, industry first practices. He drove Vedanta to top spot in S&P DJSI ranking.



**Mukesh Goyal - Founder and CEO**

NIT Kurukshetra alumnus with advance program in Sr leadership from Wharton Business school, Philadelphia, USA

Mukesh has three decades of experience in Auto OEMs like M&M, Hero MotoCorp, Case New Holland & PTL - Top companies in their respective business segments.

Handled multiple large operations with turnover of over Rs 10K crore. Mastered the art of establishing new manufacturing plants, Turnaround the existing operations/ supply chain. Established World class practices using Deming and TPM methodology.





**Sanjay Gulati – Leader Advisory Board**

NIT Kurukshtra alumnus with leadership program from IIM

Sanjay has served as Executive

Director BHEL- Haridwar and has three decades of experience. Provided strategic direction for large scale power businesses and notched up operational and organizational efficiencies. led initiatives to improve bottom and top line.



**Jagjit Singh – Leader Advisory Board  
MBA - FMS Udaipur**

Jagjit has served as Chief Peoples officer in PWC in the region in his last

Job and has more than three decades of experience in HR. He has served at Sr. leadership roles at TATA group , HUL , HSBC , E&Y, Fidelity & Deutsche Bank before joining PWC. Jagjit currently supports the companies in the areas of Board Advisory, Executive Coaching , Organization Transformation & HR Advisory.



**Andrea Stone - Leader Advisory board**

BA from the University of Bath, MA from Cranfield School of Management, Certified Coach from ICF

Andrea has three decades of Global experience in executive coaching and leadership development. She has led hybrid teams in technology-driven organizations across Globe. She works as an executive coach in shaping and building CXO leaders for top organizations. Her clients include AIG, Amazon, Atlassian, ByteDance, Google, Hero MotoCorp, MetLife, Rio Tinto and Uber among others. Preferred Partner for Six Seconds and Senior Practitioner with the European Mentoring and Coaching Council (EMCC).





### Honors and Awards

- Awarded **CEO of the Year**, 2018, ABP News
- **CEO of the Year** at “**Business leader of the Year**”,  
Fun & Joy at Work- ET Now, 2019
- WE Global Employees Choice Award  
- **Best CEO 2022**

### Publications

- **Mineral-intensive growth would need the country to ease mining**  
The Mint -2022
- **Put Indian mining on the centerstage**  
Financial Express – 2022
- **Dig a bit deeper, India**  
Economic Times – 2022

### Recent engagements

- **Whole-time Director & Chief Executive Officer**  
Vedanta<sup>1</sup> Limited, Apr 2020 to 2023
- **CEO - HZL & Base Metals**  
Vedanta Limited, Mar 2015 to Apr 2020
- **Deputy CEO & Chief Operating Officer**  
Hindustan Zinc Limited, Apr 2012 to Sep 2015
- **President**  
Ambuja Cements Limited, Sep 1992 to Aug 2010

### Associations and affiliations

- **CII**  
*Current Chairman*, National Committee on Mining (*From past 4 years*)  
*Current Member* National council
- **FICCI**  
*Former Co-Chair*, Non-Ferrous Metals Committee
- **Federation of Indian Mineral Industries (FIMI)**  
*Former President*
- **Skill Council for Mining Sector, India**  
*Former Chairman*
- **International Zinc Association**  
*Former Vice Chairman*
- **Indian Lead Zinc Development Association**  
*Former President*



# Making of World's largest Two Wheeler Factory

**HMCL planned to put their third plant in Uttarakhand** in 2007 to take benefit of Fiscal incentives available in the state. **Mukesh was hired to Head the location.** Mukesh along with his team set a vision to make the new plant a world class and create new standards in Excellence, Productivity, Cost efficiency in the industry. Decision was taken to use **TPM, Deming** and ISO methodology in spirit to bring Excellence in overall operations, Establish world class practices and Meeting of ESG requirements.

First major challenge was to achieve one of the **steepest ramp up** of production ( 0-4000 VPD in the first year). Capital equipment planning and Recruitment of workforce & staff was done on war footing. High level of Automation, **Robotics and Digitisation was introduced. Special Labs** were created to train workforce in process, quality, safety and behavioural aspects. **MOST** was introduced for the work content study , which not only helped in defining workers strength in any dept. but also gave **30% improvement in productivity.**

**Many industry first practices in HR/ER** like Quarterly online appraisal, **Good practice reward ( GPR)**, Career progression with fast track, Grievance addressal system, **Gender diversity** and **Mentor and Mentee concept** was introduced. It helped in steep ramp up, establishment of **Harmonious relation** and smooth working.

A **Solid Quality system** with Process capability assessment, PQCS, Layered audits, Quality gates and Mechanism to identify and maintain key component impacting quality was established. Hand Holding was done for more than 30 dedicated **Supply chain partners** for Quality systems and administrative support.

As a result Haridwar plant with 9500 VPD production and Rs 10K crore turnover became **largest two wheeler plant in the world** with in first four years of operations. Established many new standards like **40% reduction in manuf. Cost, 50% reduction in Customer complaints, 100% Delivery adherence** and **benchmark in safety.**





# Our Associated Partners



# PMI

**PMI** :PMI is an International Industrial Engineering Consulting Firm. Its Services include Work Measurement, Line Balancing, Discrete Event Simulation, Built Documentation, Plant Data Digitization, Laser Scanning & 3D Modelling. It covers vast sectors like Engineering, Manufacturing, Process, Chemical, FMCG, Pharma, Power, Automobile, Auto Components, Cement, Steel, Tyre, Industrial Automation etc. PMI has Proven track record of successfully completed 500+ projects. Global Industrial Exposure spread across India, USA, Mexico, Brazil, China, Thailand, Europe, etc.

# HiQ

**HiQ** :Established in 2017 and providing services ranging from Operations & Maintenance, Condition Monitoring, Port operation handling, Logistic and Transport. Their major customers are from Engineering and Power sector. Their expertise lies in Operations management, Performance Improvement, Engineering and Maintenance services.





**SIMA:** It is a leading player in the field of Environment management and control for last Three decades. SIMA specializes in concept, design engineering, procurement & commissioning of drinking water treatment Plants (UF/RO), industrial waste water treatment plants, sewage treatment plants, common effluent treatment plants, recycling Plant and Zero Liquid Discharge. It has successfully executed more than 1200 projects in Industrial, Auto, Food, Housing & Hospitality, Education and Government sectors



**Net Zero Think:** Net Zero Think is passionately dedicated to catalysing the global transition toward a sustainable and carbon-neutral future. Their areas of expertise encompass Carbon Credit and Offset Programs, Sustainability Solutions and Advisory Services - to guide the organizations in achieving their environmental, social, and governance (ESG) objectives and Renewable Energy & Green Hydrogen Solutions - which is assisting companies in developing, implementing, and managing high quality energy projects.



**GVS  
Consulting**

**Vaaman:** Established three decades back, Vaaman Engineers provides comprehensive industrial services Pan-India to a wide range of industry sectors – Steel, Zinc and Aluminum Smelters, Specialized Port Facilities, Bulk Material Handling in Mines and Plants. Their services includes Operation & Maintenance, Bulk Material Handling and Project services such as Fabrication & Erection of Structures, Equipment Erection and Commissioning. Vaaman has a talent pool of 11000+ employees equipped with best-in-class tools and tackles & equipment and is outfitted with well-developed IT infrastructure. Its Major customer are TATA, Vedanta & JSW.

**GVS consulting:** Company has expertise in Project engineering & implementation, Plant operations, Asset management and civil & structural assessment. They cover sectors like Cement & Coal Mines. They have executed multiple projects in India and abroad.





# CAPABILITIES



WHY  
CHOOSE  
US?

We believe in India growth story and increasing contribution of manufacturing sector to GDP. Visionary initiative like “ **Make in India**” by our honorable prime minister is already promoting India as a factory of the world and making it *Atamnirbhar*. There is a need to imbibe excellence to make our industry globally competitive. We believe Industry can benefit immensely with the support of experienced professionals who have lived their life in excellence and now looking for an opportunity to give back to the society.

**SUGOYA India** brings in professional experience of more than three decades with each partner in handling multibillion dollar business in major MNC/OEMs. The track record of each partner is exemplary in their own field. Strong belief in our Core Values & their ability to drive world class operations makes us a credible partner for your business growth and its excellence journey.



# Capabilities

1. Business Restructuring and Turnaround
2. Mergers and Acquisitions
3. Business Establishment and Management
4. Policy and Strategy
5. Operations Excellence and Management
6. Supply Chain
7. Advocacy and stakeholder Management
8. Leadership Capability assessment

# Contact Us

Sugoya India LLP



**9997123333**



[www.sugoyaindia.com](http://www.sugoyaindia.com)



[info@sugoyaindia.com](mailto:info@sugoyaindia.com)



**Thank You**