



Company Profile



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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.



Factory Management

Streamlining factory operations by debottlenecking, Daily work management, Asset Health improvement, Product and Process quality Management and driving business & supply chain efficiency to the benchmark levels.

Establish the world class manufacturing systems to Industry 4.0 levels. Focus is to make manufacturing not only hassle free but also make it agile and cost competitive.



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





Leadership Profile



Sunil Duggal- Co Founder and 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 - Co 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.



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**
Vedanta¹ Limited, Apr 2020 to Present
- **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



Whole-time Director & Chief Executive Officer – Vedanta Ltd.

Delivered highest EBITDA in the history of the organization for three years in a row; cumulative FY21, FY22 & FY23 (~\$15 bn) with a clear roadmap in place to ensure \$10 bn EBITDA/annum in next 2-3 years & deleveraged 2bn\$ debt in current fiscal at parent level.

- Facilitated a transformational change through expansion projects worth more than \$6Bn and leveraging latest technologies, lean manufacturing levers and to drive efficiency, productivity and resilience.
- Anchored & led a holistic and comprehensive sustainability transformation across the group to set path towards ESG leadership, embed sustainability into the business and hardwire ESG culture. DJSI ranked Vedanta 1st out of 239 companies globally in metal & mining
- Framing a vision to propel India into a thriving **semiconductor and display hub**, establishing global prominence in electronics manufacturing and design. This will leads to the setup of India's 1st semiconductor and display glass unit, putting India into a select group of countries.

CEO - HZL & Base Metals)

- Shaped & positioned the organization among top international mining players through the deployment of global best practices, setting up collaborative partnerships with best-in-class mine development solution providers, and leveraging global experts which lead to transitioning to 100% underground mining from 10% while doubling the capacity and taking the silver production 10 times, keeping the cost at the lowest decile of the cost curve, and making it the largest integrated zinc producer in the world.



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.

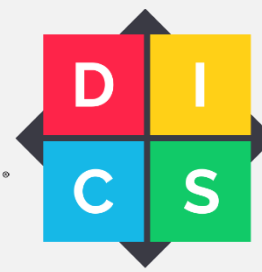
As a result Haridwar plant with 9500 VPD production and Rs 10K crore turnover became largest two wheeler plant in the world with in first four years of operations. Established many new standards like 40% reduction in manuf. Cost, 50% reduction in Customer complaints, 100% Delivery adherence and benchmark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



Andrea Stone

Executive & Team Coach

- Over 30 years of international business experience in diverse marketing leadership roles in telecom and technology-driven organizations, including PCCW Global, the Bharti Group, and Cable & Wireless, and in executive coaching and leadership development.
- As an Executive and Team Coach she supports leaders and their teams to be even more effective in creating value and achieving higher levels of performance.
- Works extensively with leading technology organizations and multi-national companies to support leaders and their teams achieve enhanced performance by developing creative, experiential and highly interactive engagements, with an underlying systemic approach.
- In marketing leadership roles, she developed strong, high-performing teams, created and executed integrated marketing strategies for global organizations, and successfully project managed the conceptualization and launch of new products and brands in Asia and Europe – winning over 30 major product and marketing awards internationally.
- She has led remote, multi-cultural teams, driving positive results across emerging and developed markets globally and has lived and worked in France, Germany, UK, Hong Kong, India and Japan.



- MA, Cranfield School of Management
- BA, University of Bath
- Diploma in Japanese, SOAS, University of London
- Professional Certified Coach (PCC); International Coach Federation (ICF)
- European Mentoring & Coaching Council (EMCC) Senior Practitioner



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

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.



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**

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 hands on 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 Management
6. Supply Chain
7. Handling Govt. affairs
8. Advocacy and stakeholder Management
9. Leadership search , training & development
10. Go To Market strategy, business development , relationship with OEMs

Contact Us

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Thank You