



KALYAN KUMAR ROY

COUNTRY HEAD - INDIA

[HTTPS://WWW.LINKEDIN.COM/IN/KLINERAY/](https://www.linkedin.com/in/klineray/)

PROFILE

36+ Years as Country Head Director: Procurement, Projects, Products Development, Sales & Marketing, Print & Web Media, Training, Communication etc.

CONTACT

PHONE:

0091- 9820354269, 0091-9831887883

ADDRESS:

A-201, RAJ, PLOT-66, SECTOR-21,
KHARGHAR, NAVI MUMBAI-410210, India

WEBSITE:

www.klineray.com

EMAIL:

klineray@gmail.com

PASSPORT NO.:

J2273380, VALID TILL 26 SEPTEMBER
2026, WITH MULTIPLE ENTRY IN USA (R
B1/B2)

HOBBIES

Drawing, Painting, Editing Magazine and Newspaper in Print and Online, Writing Poems & Short Stories, Debate, Quiz, Games (Hand Ball, Yoga, Massage & Physical Training)

INTERESTS

Business Development, Client and Vendor development, Creative Graphic Design, Challenging Job, Sick Business Unit Analysis and Development, Designing Methods & Format for Extra Ordinary management for better utilization of resources to get the better end result within the time frame.

EDUCATION

1. B.Sc. from Ramkrishna Mission, Kolkata, 1985
2. Mechanical Engineering, DME (Diploma) BPCIT, 1989
3. Graduate Diploma in Materials Management, IIMM, Kolkata, 1995
4. Computer Training, Nice Computer, New Delhi, 2000
5. Project Management Institute, USA, Mumbai Chapter, 2001
6. ISO-9000 & TS-16949: Dr. Bird from GKN Group, Germany, Pune, 2003
7. Masters Mech Eng. 2010, CU
8. PhD. Mechanical Eng. with Filtration Technology, CU,

WORK EXPERIENCE

1. **Oberlin Filter USA/Germany/UK: Since 2007- Present**
(Country Head- India)
2. **M/s. Hydromation, Belgium, Germany, China, India. (2005-2006)**
(Head Business Development- Asia Pacific)
3. **M/s. Suzikline, Since 2007, Till Today (A startup company)**
(I have given support to do business in India)
4. **M/s. Aditya Intertrade Pvt. Ltd. (2004-2005)**
(Head- Projects & Marketing (Domestic & International Biz Development)
5. **M/s. Uniexcel, Saroj Electrical/Krebsoge Excel (2002-2004)**
(Head Product Management-SAROJ. MR & Intl Marketing-KREBSOGE EXCEL. Sales & Marketing-UNIEXCEL).
6. **M/s. Tube Weld India Ltd, / M.J. Patel India Ltd. (2000-2001)**
(Deputy General Manager- Marketing / Business Development)
7. **M/s. Isgec John Thompson, Kolkata/New Delhi (1991-2000)**
(Expeditor, APO- Purchase, Contracts, Spares, Projects)
9. **M/s. Indian Instruments Mfg. Co Pvt Ltd, Kolkata (1989-1991)**
(Sales Engineer)
10. **M/s. Continental Gas Appliances, Kolkata (1983-1986)**
(Technical Executive)

SKILLS

1. **Sales, Marketing, New Business Development,**
2. **Creative Design of Product, Content, System and Process**
3. **Procurement, Vendor Development, Cost Control, Sourcing,**
4. **Creative Content management in Print, Web and Social Sites**
5. **Service, Installation, Trouble shooting,**
6. **Expediting, Projects and Contracts Management,**

WORKSHOP/CONFERENCE/SEMINER

1. Training for Solar Technology from Govt of India, Mumbai, 2018
2. Elecrama'93, workshop on Captive Power Generation, IEMA (New Delhi) 1993
3. Heat Recovery System, Workshop by National Productivity Council (Kolkata), 1993
4. Heat Recovery & Thermal System, Energy Management Center, New Delhi, 1993
5. Export Management Foreign Trade Development Center, New Delhi, 1996
6. Italian Technologies in Engineering & Environment, ITC, New Delhi, 1996
7. Boiler & Steam System: Energy Management Training, PHDCC, New Delhi, 1996
8. National Conference on Financial Resources & Mgmt., PHDCC, New Delhi, 1999
9. Project Management: Project Management Institute, USA, Mumbai Chapter, 2001
10. ISO-9000 & TS-16949: Dr. Bird from GKN Group, Germany, Pune, 2003

AWARD/CERTIFICATES

Drawing, Painting, Editing Magazine and Newspaper in Print and Online, Writing Poems & Short Stories, Debate, Quiz, Games (Hand Ball, Yoga, Massage & Physical Training)

EXTRA CURRICULAR ACTIVITIES & SOCIAL WORKS

Creative Content, Feature, and Copy Writings, Photography, Painting, Editing Magazine, Reporting, Art Direction, Film Direction, Designing Catalogue, etc. Founded Organizations to develop Education free text book library and free medical treatment for needy persons.

ARTICLES PUBLISHED COVERING

Boiler & Power Plant, Filters, Filter media, Separation systems, Compact Band Filter, Advertising, Management, Features, Reporting, Literature. Interview published in Ananda Bazaar Patrika, India on need of the day in relation with jobs etc. another interview is published in Sanbad, in Bangladesh in the right direction for culture in MSME.

BESIDES MY GENERAL WORK I FEEL GOOD TO DO THE EXTRA MILE

1. Accepting challenge, a new thing or even which is not known to me at all. I do take the responsibility and do R&D from the scratch till it gets commissioned and executed. Irrespective of my experience I like to do something which is needed by whom I do work with. I always feel responsible to do the need of the hour. I am flexible and open to jobs even beyond my job description.
2. This way I had created a change in office premises and campus with garden, value added service, new look and feel of the compound which helped the company save huge money towards pollution control.
3. I have done something for some companies over the year, which has given new concept and things in the office or plant for easy and safe operation.
4. Through unique process, I was able to reduce the cost of Fax and other communication just 10% of the original cost. Through unique distribution and training, without removing people, I have increased the production and profitability.
5. With the help of existing tools and manpower, I can create something new which helps a company turnaround from sick status. I can make value addition or new products which gives value for competition.

6. Be it data collection to start marketing, to filter potential customers, follow up, convert into business, to find the right vendor, decide make or buy, expedite and execute the order, install and train the customer, making manuals and presentations, Design a Catalogue or Web Pages, to suit the marketing process, Study the entire system and find the right process to make smooth line of actions without any bottleneck, run a newspaper or media for the company, to make new system of components to add value in the market, to add edge over the competition and so on. Once an opportunity given, I can prove worth of it.

Honorary Positions:

Member - Global Goodwill Ambassador

President- Balaji Industrial Park Welfare Association, Taloja MIDC, India

Trusty Member-Bongiyo Seba Prothisthan – Responsible for creating business and jobs

Member- Bangla Bikas Kendra, Dedicated to Literature and cultural domains

Editor- Bharatiyo Bangla Kagaj, A Bengali Fortnight News Paper

Editor- News Mag Standard, An English Fortnight Business News Paper

Editor- Sarakkhan, a Monthly Family Magazine in Bengali

Member- The Filtration Society of UK

Member- American Filtration & Separation, USA

DETAILED WORK EXPERIENCE

Current Assignments:

Oberlin Filter, USA/Germany/UK: Since 2007- till date: Country Head- India

Job Profile: To establish the organization in India market, its unique products for Centralised Filtration for various applications, through value addition, vendor development and strategic planning coupled with world class goodwill and personal relationship in the market. Please visit www.oberlinfilter.com, responsibility included but not limited to Bangladesh, Nepal etc. We have created a small but effective team of installation, service in such a way that Oberlin Filter did not need to start their own commercial office in India.

Past Assignments:

1. M/s. Hydromotion, Belgium and Mann+Hummel, Germany, China, Mumbai, India: Duration: 2005-2006, Designation: Head Business Development- Asia Pacific (Including Product Development and Sourcing from India).

Company: World Class organization in the field of Filter, Filter Media and related activities worldwide.

Job Profile: To establish the organization, its Hydromotion division for Centralised Coolant Filtration Products through value addition, vendor development and strategic planning coupled with world class goodwill and personal relationship in the market.

Salient Feature: Creating Team, Marketing Base, Strategy and Generating Business from Scratch within the small-time frame. Unique efforts towards vendor development and the right combination of import and local materials, execution with time bound way resulted in unbeatable price for high value projects in India.

2. M/s. Suzikline: A startup company to assist the companies I have given support to do business in India. Since 2007, till today, which helped M/s. Transor Filter, GmbH, Transor USA and Transor Italia to develop and follow up / support business in India, on the completion of my contract they are doing successful business in India.

In the same way we are assisting Oberlin Filter, USA, UK and Germany to do business in India. To get manpower, resources, vendor development, handling all activities for Oberlin Filter.

3. M/s. Aditya Intertrade Pvt. Ltd. – Mumbai: Duration: June 2004 to August 05. Designation: Head- Projects & Marketing (Domestic & International Biz Development)

Company: 50 years old Award-winning team with a seamless relationship with M/s. Tata Steel as a Channel Partner, engaged in Structural Projects of National Importance with innovative and cost-effective solution.

Job Profile: Includes Business Development, Building the team with technical and commercial people, Design, Procurement, Execution and entire responsibility of Projects in India and Abroad.

Salient Feature: Creating Team, Marketing Base, Strategy and Generating Business from Scratch within the small-time frame.

4. M/s. Uniexcel, Saroj Electrical/Krebsoge Excel - Ahmedabad/ Mumbai: Duration August, 2002 –May, 2004, Designation: Head Product Management (SAROJ), MR & Intl Marketing (KREBSOGE EXCEL), Sales & Marketing (UNIEXCEL).

Company: Multinational having 12 collaborations (Resy, Mahle, JRS, Mintech, etc.) including joint venture with German Organization M/s. GKN Sinter Metals. The organization is having focused business in filter, filter media, filtration system and allied materials for various industries in India and abroad. Diversified in various fields in Process filtration, separation etc. especially for Automobile, Pharmaceutical, Petroleum, Power, Process Industries.

Job Profile: Conception to commissioning of Compact Band Coolant Filter system, dealing with State Govt. Offices/Bodies, handling tenders etc. in a leadership capacity, including Design, Development, Production, Quality Control, International Marketing, ISO-9000 implementation as an MR. Designing of Catalogue, Product & Company Profile, Presentation, Organise Exhibition, Seminar, Writing Articles in Industrial Magazine etc. Having entire responsibility to create efficient Team with systematic approach and manage marketing in India and abroad, Getting Global Collaboration, Production, Administration, etc. to modernize the organization with systematic approach, derive right product mix and stable working team. Dealing with State Govt. Offices/Bodies, handling tenders etc. in a leadership capacity.

Salient Feature: Designed a new range of coolant filter system with value added features, re-gained lost image of the company and market share, obtained ISO certification within a short span of time. Team Building, Face lifting of the lab, workshop, office etc. including the introduction of a systematic approach to day-to-day activities, design of activity and responsibility matrix etc.

5. M/s. Shriram Tubes Pvt Ltd, Ahmedabad/ Mumbai: Duration: April-2001- July-2002, Designation: General Manager-Marketing & Quality

Company Profile: Premier manufacturer and exporter of non-ferrous materials for 30 years.

Job Profile: Marketing in India and abroad, Production, Quality control, Export Business Development of M/s. Continental Exim, a sister concern.

Salient Performance: Enriched with the number of end user, OEM and consultants and developed Export business in India and abroad in record time. I had converted retail sales into corporate customers to enable the company in next level.

6. M/s. Tube Weld India Ltd, / M.J. Patel India Ltd. Mumbai: Duration: March 2000- March -2001, Designation: Deputy General Manager- Marketing / Business Development.

Company Profile: Designer and Manufacturer of Boiler Components, Spares etc., a part of M/s. M.J. PATEL INDIA LTD, in the field of tubes, pipes and fittings etc.

Job Profile: Key role in Business Development for entire group of business, Designing, Drawing, Execution of Boiler Modification Projects, recruitment of agents, Designing of Catalogue, Publication, Articles etc.

Salient Performance: Remarkable Business Generation in record time, from Rs. 15 Lakhs to Rs. 3 Crores in Six Months, Increased Client Base and volumes of Enquiries, Orders and Registration with Big organizations and Consultants. Export Business Development through innovative ideas.

7. M/s. Isgec John Thompson, Kolkata/New Delhi: (Feb-1991- Feb-2000), Designation: Expeditor, APO- Purchase, Contracts, Spares, Projects

Company Profile: Boiler Division (EPC) of SISL, having Collaboration with Foster Wheeler for FBC Technology.

Job Profile: Project, Purchase, Contracts and Marketing and Business Development for Boiler Spare parts.

Salient Performance: Remarkable Business Development in Boiler spare parts, through developing the customer relationship. Active part in the formulation in Central Purchase section with implementation of ISO-9000, Execution of Projects within record time with profitability, managing vendors and clients in tough time.

8. M/s. Indian Instruments MFG. Co Pvt. Ltd., Kolkata: (June 1989 – January 1991) Designation: Sales Engineer.

Company Profile: Manufacturing as well as trading organization for instruments and chemicals for Laboratories and Industries.

Job Profile: Marketing, Order Execution for Instruments etc. Procurement of Bought out Items, contract Manufacturing.

Salient Performance: Increased Turn Over through sub-contracting, for products like Laminar Flow etc. appliances for R&D laboratories all over the country.

9. M/s. Continental Gas Appliances, Kolkata: Duration: (February 1983 – March 1986) Designation: Office cum Technical Executive

Company Profile: Manufacturer and Contractor of Kitchen Equipment and LPG Pipe lines.

Job Profile: Started as a clerk and Promoted for Technical Assignment in the Workshop and Sales for Domestic Market.

Salient Performance: A Created a new market for Gas oven spare parts by up grading cycle Repairing shops into LPG Gas stove repairer through extensive training and supports. Designing a Catalogue, Increasing Sales etc.

Sir / Madam,

I am having approx. 36+ years of experiences in Materials Sourcing & Procurement, Project Contracts & Execution, Sales & Marketing, Promotion & Business Development, Product & Process Development, Editing & Publicity and Operation Management with complete responsibility.

Now managing entire business in India as Country Head and attained this level from various initial stages like Sales Engineer, APO-Contracts, Manager Projects, Deputy General Manager and General Manager and CEO in the span of 36+ years of my career.

Products handled included Wide range of Filtration and Separation systems, Process Filter, Filter Media, Cyclone, Centrifuge etc., Boiler & Auxiliaries, Tubes & Fittings, Fan & Blowers, Valve, Pumps, Chiller, Heat exchanger, Vessels, LPG Line, fabrication & Steel Work, etc.

I have Executed Projects related to various industries like Automobile, Machine Tool, Power Plant, Electricity Board, Fertilizer, Chemical, Sugar, Paper, Petrochemical, Steel, Pharmaceuticals, etc.

Having sufficient intra-disciplinary exposure in Computer, Internet, Project Execution, Sourcing, Quality control, ISO-9000/TS-16949 implementation, Cost Control and reduction, Designing Equipment's, Publications, Product Catalogue, Advertising Materials, Organizing seminar & Exhibitions, etc.

Having the passion for creating communication, in print and web media with hands-on experience in design websites and content thereof.

I am having Strong leadership skills with flexibility to manage in a cross-functional business environment, Excellent Networking Skill, Team Building, High energy level & mindset for growth,

I am open from relocation and open for operating from India to cater to customers nearby countries including India be it customer support, execution of projects, purchase and sourcing, Products development, cost analysis and control, contract manufacturing, publicity, and of course sales and marketing.

Yours faithfully

Dr. Kalyan Roy