

BHASKARA RAO POTLURI

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SUMMARY

A senior professional, entrepreneur with an outstanding 40-year track record in building, managing and growing companies

Extensive experience includes business development, operational and organizational skills. Most recently, worked as the President and CEO of Nelito Systems Ltd (a Tata group company) where he turned it around into a large successful company. He also has extensive experience in Agricultural, Financial, Industry and IT sectors. As banking professional, he had the opportunity to represent high- powered committees constituted by Reserve Bank of India, IDRBT and Indian Banks' Association for standardization of various processes for the Banking Industry.

PROFESSIONALEXPERIENCE

APFPIF(Andhra Pradesh Food Processing Industries federation)

Founder President of Andhra Pradesh Food Processing Industries Federation (APFPIF), the State level Apex body constituted in 2016 to represent all the segments of the Food Processing Industry in AP. The State body as a nodal agency represents all the critical issues faced by the industry to the State and Central Govts and also influences policy frame works and changes.

AP Chambers (APCCIF)

General Secretary (Elected) 2016 - 2017

Executive Director April 2014 - June 2016

The Andhra Pradesh Chambers of Commerce and Industry Federation, the State Apex body, represent the Trade and Industry of the newly carved Andhra Pradesh with membership of several hundreds of industry and trade as also associations. The Chambers is strategically located at Vijayawada, the State capital as also a thriving hub of the State's economic, political and cultural spectrum. With all its members hailing solely and truly from AP, the Andhra Pradesh Chambers is in the forefront to exercise undivided focus on sustainable, large scale and inclusive development of the new State.

Part of the core team in the formation of the Federation and driving the activities of the Chambers and its growth.

Actively promoted various Industry Sectors like Food Processing, Tourism, IT, Textiles etc and conducted various seminars/workshops across the State during the past 3 years.

Nelito Systems Limited. Mumbai, India

President and CEO

2004-2013

Vice President

2000-2004

Nelito, a **Tata Group company** is one of the leading IT Solution & Services Company, serving BFSI segment in the areas of software development, implementation, project management and IT consultancy. It is an ISO9001-2008 and CMMI Level5 certified company.

Brief Accomplishments include:

- Created large number of IPs in the areas of Core Banking, Data Archival & Retrieval, Micro Finance, MIS, ADF, CRM, Asset Management, Cheque Transaction, Portals for Government sector, etc.,
- Achieved quality certifications like ISO 9001:2008, ISO 27000 and CMMI Level 5
- Turned around loss making into profitable Company. Company consistently registered profits and paid dividends.

Union Bank of India, Leading Public sector Bank - 1978-1999

- Extensive experience of 22years(1978-1999) in various Managerial & Senior Managerial roles in Agriculture, Retail, Corporate Banking and IT
- Represented as a member in various high-powered committees of RBI , IBA and IDRBT such as “Standardization of Electronic data interchange, Standardization of Encryption/decryption, Mechanization in Banks, EFT- RTGS software for Banking industry, Shared payment ATM network, Standardization of System software ,Standardization of networking, Standardization of Electronic mail, Standardization of data base management systems” etc

EDUCATION

- Andhra University, 1974, B.SC
- Gold Medalist in M.Sc(Ag) Hons. 1977, Jawaharlal Krishi Vishwa Vidyalaya, Jabalpur
- Bharatiya Vidya Bhavan, Bombay, 1987, Gold Medalist in PGDIPM (Post Graduate Diploma in Industrial Relations & Personnel Management)
- MBA Executive, 2004, Manipal Academy of Higher Education, Manipal

OTHER CREDENTIALS

- 2008, Certified “Corporate Director” and a member of Institute of Directors, World Council for Corporate Governance.
- 1998, Certified Information Systems Auditor–CISA(USA)– Information Systems Audit and Control Association.
- 1999, Certified Quality Analyst–CQA(USA), Quality Assurance Institute India Limited.
- 1986, Certified Associate of Indian Institute of Bankers–CAIIB
- 1998, Certified Internal Quality Auditor–CIQA(Indian Institute of Quality Management)
- 1988, Diploma in Rural Banking–DIRB(Indian Institute of Bankers)
- Director on the Board of Vantage Technologies, Colombo from 2001 to 2012.
- Director on the Board of Nelito Technologies, USA from 2000 to 2009
- Director on the Board of companies like Centice, APIMS, Astute Capitals during the period 2013-2015
- Director, Nature Best Foods India Pvt Ltd since 2017
- Director, Dalas Consultancy LLP since 2018
- Extensively visited various countries, around 35 as part of Business development and Industry promotional activities.
- Actively associated with **Indian Merchant - Chamber**, Mumbai, a Premier Chamber of Trade, Commerce and Industry in India and participated in various Trade delegations to countries like Japan, China, Korea, Vietnam and Malaysia etc.
- Well known speaker/personality in the industry and participated actively in various Seminars, Symposiums, Media debates etc.
- Chairman, the Sub-committee on Food Processing sector of AP Chambers
- Was Member of the AP State Level consultative committee on IT and Industry Departments 2015-2017.
- Led two Food Processing Industry delegations from AP Chambers to Japan and Dubai during 2016 and 2017 respectively.

