



Samidha Ratho

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Summary

Impact-driven supply chain professional with 7+ years of experience at Asian Paints, leading in project management (greenfield & brownfield), digital transformation, process automation, and sustainability initiatives. Proven ability to navigate both manufacturing and corporate roles with strong cross-functional stakeholder management and a focus on cost optimisation and operational excellence. Recognised for accelerated career growth—fast-tracked through two promotions and the only female GET elevated to Manager in the supply chain.

Professional Experience

Manager | Asian Paints Limited | Mumbai

- **Project Leadership:** Spearheaded the end-to-end delivery of a **₹170 Cr greenfield warehousing infrastructure** and **₹30 Cr electrical power system**, ensuring seamless execution & budget adherence.
- **PAN India AMC Rollout:** Centralised annual maintenance contracts for UPS, solar and wind systems across 8 factories, negotiating terms to generate **cost savings of ₹25 Lakhs**.
- **Sustainability Initiatives:** Strategic management of a **48.7 MW renewable energy portfolio** across 10 manufacturing sites—developed a **digital dashboard** for real-time performance monitoring and data driven insights
- **Cross-Functional Stakeholder Management:** Acted as a key liaison between Sales, Marketing, Legal, Corporate Affairs, and Project teams to align design and execution strategies across multiple initiatives.
- **Regulatory stakeholder Management:** Facilitated resolution of 3-year pending wind energy settlements with government agencies, recovering over **₹2 Cr in revenue; recognised at senior management level**.
- **Inclusion, Equity & Diversity (IED) Advocacy:** Served as the **IED Champion for Manufacturing Technology**, leading awareness campaigns and fostering inclusive practices across operational teams.
- **Sales & Marketing Support:** Conducted market evaluation for Nilaya Wallpaper in the western region, supporting brand penetration and product placement strategy.

Assistant Manager | Asian Paints Limited | Mysore

- **Led 30+ team members** for breakdown resolution and preventive maintenance in a 3 lakh KL/annum plant.
- Developed energy forecast models to optimize maximum demand, delivering **annual cost savings of ₹30 lakhs**.
- **Led digital factory initiatives**, including cloud-based maintenance management system (**CMMS**) implementation **across 5000+ equipment**—reducing physical documentation by 80% and enabling real-time data access through QR scanning.
- **Championed real-time IOT based breakdown management**, integrating automation with visual factory systems to streamline maintenance workflows and minimise downtime.
- **Integrated SAP MII & visual factory tools** (Industry 4.0) to digitise KPI monitoring, enable predictive maintenance, and support autonomous decision-making across operations.

Senior Executive | Asian Paints Limited | Mysore

- **Designed** central training modules for pigging operations, improving onboarding speed and consistency across the supply chain.
- Automated & Deployed Real-Time Dashboards for energy and water management—achieved **20% reduction** in specific energy consumption and **7% water consumption savings**, contributing to sustainability goals.
- **Automated DCS systems** for packing and production (handling **1 lakh+ signals**), stabilising plant operations and accelerating production ramp-up.
- Automated packing line changeovers, **improving OEE by 5%**.
- Collaborated with senior project leadership to execute a **2 MW high-voltage solar power plant** within 9 months.
- Experienced in execution of electrical system installations of a **greenfield project** for 3 lakh kl/annum plant & multiple **Capex**.

Education

- **BTech (Electrical Engineering)** - *College of Engineering & Technology, Bhubaneswar* | India

Accomplishments

- **Fast-Tracker:** First and youngest Assistant Manager at Mysore (2020) and first female GET promoted to Manager (2023)
- **Project Excellence Award:** Recognised for leading instrumentation towards timely Alchemy critical emulsion batch production
- **Operational excellence award** for stabilising pigging system operations, reducing downtime by 50%
- **Performance Leadership** award for spearheading lowest power consumption benchmark across Supply chain
- **Academic:** Topped SB Women's College, Cuttack in 12th CHSE Board (2013)
- **National and International** level award winner in Abacus (2007 - 2009), represented Odisha at Rashtrapati Bhawan (2012)

Certifications

Trainer for TRACC manufacturing excellence practices, CCI.

IMS (integrated management system- ISO) internal auditor, TUV India

Basic programming for process automation in DCS 800xA with ACM800M system, ABB India

Practical Training, Electrical Maintenance, Tata Power Company Ltd., Jojobera

Extra-Curriculars

- Classical Dance: Trained Odissi dancer, winner of solo dance performance at APL National Supply Chain Competition.
- Sports: Corporate-level badminton athlete, having captained and led inter-college team to tournament victory.
- Event organising: Spearheaded initiatives as energy week celebrations, diversity day, engineering day at factory bringing together teams with 100+ individuals and fostering collaboration.
- Creativity: *Apparatio* event winner at Tech Fest of NIT,Rourkela & regional level winner in Bank of Baroda canvas competition.
- Oratory Excellence: Winner at various inter college competitions.
- Master Emcee: Event anchor for academic and corporate functions.
- Leadership: Elected School Captain and awarded “Miss St. Joseph’s” for leadership and all-round excellence.