



Ratnala Hari Krishna Prasad

TECHNICAL SERVICES with Trade & Non-Trade Sales RMC (B2B & B2C)

Date of Birth : 13th April 1992

Linguistic Skills : English, Hindi, Telugu (Mother language)

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Key Skills:

Customer support services

Influencers Management

Customer Engagement

Business Development

Business Strategy & Execution

Brand Positioning Strategies

Problem Solving

Channel Management

Team Building & Leadership



Profile Summary:

- Offering 11+ years of experience in Construction, Cement, RMC and Business development.
- Excellent cordial work with cross-functional teams, Plant teams to support sales in existing and new markets and improve the current customer service base efficiency, performance and accountability.
- An enterprising leader with skills in leading personnel towards accomplishment of common goals.
- Excellence in tapping new markets and coordinating with channel partners to penetrate these segments, thereby expanding business & generating volumes.
- Knowledge of CT with updated Mix Design as per IS 10262-2019 & Conducted several Concrete Trials and gets approved.



Career Timeline:

Assistant Manager – Zonal Technical Manager

Orient Cement Ltd (Birla A1) now ADANI Group Cement | Nov 2023 – Present

📍 Andhra Pradesh, Kurnool

- Spearheading technical services across the Andhra Pradesh zone covering both trade and institutional segments.
- Conducting concrete mix design trials, RMC batching approvals, and product application demonstrations on live sites.
- Assisting sales teams with pre-sales and post-sales technical guidance including product comparisons and cost-benefit analysis.
- Leading influencer engagement programs with Engineer's, Contractor's, and Builder's to promote premium products like Birla A1 StrongCrete, Orient Green and Dolphin.
- Handling customer complaints with root cause analysis and corrective actions.
- Collaborating with Zonal sales, logistics, and plant teams for tailored technical support and timely delivery.

Assistant Manager (O3) – Technical Services

ACC Cement – Adani Group | Mar 2022 – Oct 2023

📍 Hyderabad Region

- Delivered end-to-end technical service for infra, commercial, and RMC clients across Hyderabad and suburban zones.
- Designed and executed 100+ concrete mix designs tailored to client needs, site conditions, and cost efficiency.
- Engaged with project consultants, PMC engineers, and procurement heads for technical approvals.
- Conducted product trials including high-performance concrete, and fly ash-based PPC.
- Led dealer & influencer training programs under ACC Concrete Club initiative.
- Resolved customer issues through on-site diagnosis, lab testing, and technical advisory reports.

Officer (L06) – Technical Marketing Non-Trade

JSW Cement Ltd. | Jun 2020 – Mar 2022

📍 Mahabubnagar – Rural & Urban

- Executed technical marketing campaigns focused on RMC clients, contractors, and government project sites.
- Conducted monthly mix design trials and comparative product performance reports, enhancing brand positioning.
- Played a strategic role in converting major projects to JSW GGBS and Compcem.
- Collaborated with internal sales, logistics, and marketing teams for coordinated execution of technical strategy.
- Led site seminars and one-on-one consulting for mix design improvements and cement utilization techniques.

Junior Officer – Technical Services

Maha Cement (My Home Industries Ltd.) | Jan 2019 – May 2020

📍 Coastal Andhra Pradesh

- Provided on-site support to builders and contractors with focus on improving concrete performance and reducing rework.
- Delivered product orientation sessions for new dealers, masons, and site supervisors.
- Conducted comparative testing for OPC vs. PPC performance under different curing conditions.
- Generated technical site visit reports used by regional teams to improve sales closure rates.
- Supported the onboarding of 10+ new dealers with technical demonstrations and promotional activities.

Mobile Lab Engineer (MLE)*

UltraTech Cement Ltd.* | Apr 2017 – Jan 2019

📍 Field Operations – Andhra Pradesh

- Operated Mobile Lab equipped for slump testing, cube casting, setting time, and durability assessments.
- Provided mix design services and on-site testing for mid-sized and large RMC clients.
- Led problem-solving for issues like delayed setting, segregation, and cracking, with technical solutions.
- Supported new product launches including UltraTech Weather Plus and PPC.

Assistant Professor – Civil Engineering*

Gonna Institute of Engineering & Technology | Oct 2014 – Apr 2016

Visakhapatnam

- Taught subjects including Structural Analysis, Concrete Technology, and Construction Materials.
- Supervised lab work for cement, aggregates, and concrete mix experiments.
- Mentored final-year students on technical paper presentation and project work.

Junior Engineer – Civil Execution

Navayuga Engineering Company Ltd. | Sep 2013 – Oct 2014

Jajpur, Odisha (Steel Projects)

- Supervised execution of road and urban development projects including kerbing, drainage, and paver works.
- Prepared BOQs, measurement books, and quality inspection reports.
- Liaised with consultants and third-party inspection teams for progress validation and approvals.

Education:

Course	Specialization	School/College	University/Board	Period	% Marks
B. Tech	CIVIL ENGINEERING	Pydah College of Engineering & Technology, Vizag	JNTU, Kakinada	2009-2013	79.56
Intermediate	M.P.C.	Sri Chaitanya Junior College, Vizag.	Board of Intermediate Education, A.P.	2007-2009	92.7
X-class	SSC	Sri Satya Sai Vidya Peeth, Vizag	State Board of Secondary Education, A.P.	2006-2007	79.16

Soft Skills:



Key Result Areas:

- Planning & Execution of Customer services across the markets of AP & TG.
- Proposed right formulation for specific ingredients and their ratios needed to produce concrete with specific characteristics like strength, workability, durability, and setting time.
- Influencing customer on the technical performance of the company product and hence helping to convert the business into sales.
- Attended and conducted trials and to develop relevant products.
- Monitor and report on activities and provide relevant management information.
- Carry out competitor product benchmarking Vs. assess performance.
- Cost effective product formulation.
- Liaise and attend meetings and trials with other company functions necessary to perform duties and aid business and organizational development and function as a technical representative of the company.
- Retention of Engineers & Architects for better brand promotion in the segment and to create confidence in channel and cross functional teams.

Significant Achievements:

- * **Converted OPC markets of Coastal & Rayalaseema to PPC.**
- * **CS tools like AB programme for Petty contactors & ACC Concrete club for Engineers are rolled out , Driven them successfully with great impact for over years.**
- * **1 day skill development programmes are conducted petty contractors in collaboration with Regional engineering colleges and polytechnics.**
- * **Done Most number of Month wise Concreting's Trails in RMC's for getting approvals and sample submission**
- * **Converted most projects to use Premium Products base.**

Personnel Profile:

- Name : **R. HARI KRISHNA PRASAD**
- Father's Name : **R. CHANDRA SEKHARA RAO**
- Spouse Name : **R. MOUNIKA**
- Date of Birth : 13-04-1992
- Sex : Male
- Marital Status : Married
- Linguistic Capacity : English, Telugu, Hindi
- Hobbies : Updating new technology in Construction, Reading Newspapers
- Religion : Hindu
- Nationality : Indian

Declaration:

I solemnly declare that all the above particulars are true, complete and correct to the best of my knowledge and belief.

Place: Visakhapatnam.

(R. HARI KRISHNA PRASAD)