



Resume for Top position - Mill head/Business Head/COO.....

Cheruku Venkateshwarlu

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Profile summary

- Seasoned professional with rich and insightful experience of more than 25 years in Business Operations in diverse areas in Pulp & Paper and Plantations in India and Indonesia , Consumer durables, Power.
- Project Management, Setting-up of Greenfield Pulp mill of 840000 tons per year In Indonesia, managing mills of very large size consists 10000 employees.
- Expertise in managing business operations by leading/guiding cross functional teams, executing projects, building high impact teams and turn around operations
- Proficiency in formulating sourcing strategies, vendor identification/development, supply chain management and analytical assessment to strengthen organizational effectiveness

Personal Attributes



Leader, Team Player
Planner & Organizer



Active Listener



Excellent Communicator



Thinker, Learning new
skills monitoring
trends



Innovator, Professional
with Work Ethics

Career Graph

Years of service	Period	Designation	Mill	Product	Capacity per year
5 years so far and continuing	01-01-2024 & Continuing	Business Head	PRI (Phoenix resource international) APRIL Group (Indonesia)	BCTMP Pulp Mill	840K tons
	1-12-2020 to 30-12-2023	Business Head	Toba Pulp Lestari - APRIL Group (Indonesia)	Dissolved Pulp Mill & Euca Plantations	200K tons & 50K Hectares Euca Plantation
6	4-4-2014 to 20-10-2020	Ass.Vice President	BILT - Ballarpur & Kamala Puram	Pulp & Paper Mill	275K, 300k tons
7	3-4-2006 to 20-3-2014	Vice President	Aster - Hyderabad	Power transmission	5000KM
12	30-11-1993 to 2-11-2006	General Manager	Whirlpool - Pune & Faridabad	Refrigerator and Air conditioners	465K Nos
5	2-11-1988 to 22-11-1993	Sr. Engineer	Allwyn-Voltas - Hyderabad, Kadapa, Worora	Refrigerators	100K Nos

Few Landmark achievements in the recent past

1. PRI: Commissioning of 2400 tpd (840000 tons per annum) BCTMP Pulp mill in Tarakan-North kalimanthan Indonesia and started Production from Dec 2024 onwards
2. Toba Pulp Lestari: Retrieved close to 1 million tons wood from abandoned areas. Scored as #1 in Indonesia and #3 spot in global rank for best practices in sustainability in the pulp and paper industry across the world.
3. BILT ballarshah: In 2014, I had joined BILT Ballarshah unit India, when the unit was financially distressed and turned around the operating profit of Mill and ramped up production 185k to 285k with zero capex.

Since Jan 2024 onwardsBusiness head – Phoenix resource international, North Kalimantan Indonesia

Green field Project of 840000 Tons per annum of BCTMP Pulp mill - Phase 1 commissioned with coordination with Global equipment supplier and production started From Dec 2024 onwards and ramped

Plant commissioning, Recruitments, material planning and supply chain management, Port Jetty construction, Production ramp up to 2400 tpd of designed capacity

Business Unit Head at Toba Pulp Lestari (TPL), APRIL Group, Since 01-12-2020 to Dec 2023

Important achievements include

- In 2022, achieved the revenue of US\$ 209 million with an EBITDA of US\$ 82.3 million, which is highest in recent years.
- In 2021, achieved the revenue of US\$ 181 Million (M) and an EBITDA of US\$ 71 M.
- Sustainability KPIs were established and achieved. For the Best Practices in sustainability in Pulp and Paper industry, TPL got #3 spot in Global ranking while it was #1 in Indonesia.
- Successfully retrieved 400,000 tons of wood from social claim areas in year 2022 while planning to achieve a target of 500,000 tons in 2023.
- Based on my performance at TPL, the APRIL Chairman has assigned additional responsibilities of a Greenfield BCTMP project worth US\$ 1.4 billion.
- As a recognition of my work at TPL, I was awarded the Best Performer/Leader in APRIL Group.

Associate Vice President and Unit Head at BGPPL, Ballarshah, India from April 2014 to October 2020

Important achievements include

- By prudently managing the resources at mills, managed to turn around the mill within the first year of heading the mill.
- Managed to achieve a revenue of \$285 M by producing 750 TPD paper production and by engaging/motivating/guiding a workforce of 2,500 people.
- With all the right support and strategies in place, achieved a healthy EBITDA of US\$ 70 M in 2018/19, a continuous upward trend YOY. FYI EBITDA was US\$ 50 M in 2017/18, US\$20 M EBITDA in 2015/16.
- With a clear strategic plan, the annual pulp production increased from 180,000 ADT (in 2015/16) to 258,000 ADT in 2019-20 without CAPEX.

Vice President at Aster Private Limited, Hyderabad from April 2006 to March 2014

- Successfully completed 11 KVA feeder separation project worth 550 Cr.

Aster Pvt Ltd is into manufacturing & erection of Transmission lines and Pre-engineered building Head for power distribution & transmission projects. Factory heads, Purchase heads, Quality heads, Accounts head, SCM head, Commercial head, Projects GMs.

Previous Assignments

General Manager, Whirlpool India, Pune, from November 1993 to Mar 2006

- Set up green field manufacturing set up at Pune – US\$ 80 M
- Got a rewarding exposure to world's working culture by visiting USA, Italy, Singapore, Hong kong, Japan and many other countries on various business assignments
- Played a key role in bringing new technologies to India & Driven six sigma projects in Whirlpool of India
- Developed vendors, supply chain management, Quality systems and production ramp up which helped me to get rewarded as a Whirlpool Global Best Performer.

Senior Engineer (Quality), Allwyn & Voltas Ltd., Andhra Pradesh, from November 1988 to November 1993

- Set up green field project worth US\$20M
- Introduced Polyurethane insulation in commercial refrigeration in India

Academic Credentials

1984 – 1988 B.Tech. (Mechanical) from Kakatiya University

2022 – 2023 Senior Leadership Program from INSEAD, Singapore

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