There was an interactive session of CEO, Mr. Ramana Prasad Alam – Chief Executive Officer of Amararaja Electronics Ltd. (a subsidiary of Amara Raja Group) with the Final year Mechanical engineering students, followed by a meet with the Principal, Dean-IIIIC, Placement Officers, Faculty of All the departments.

This CEO meet session is a part of the MOU with Confederation of Indian Industry (CII):

**Highlights:** Duration of the session: 10.45 AM to 12.00 Noon.

- Mr. Ramana Prasad delivered his speech focusing on what is a career? How to choose a career? Various options in store for students in the fields of Manufacturing, Design, Quality management, Maintenance, Project erections, marketing, etc. The available industrial sectors, introductory positions and expectation of the companies had been discussed. He introduced Amararaja Group, the chairman’s dream and realization, the products, the opportunities in manufacturing sector etc. Mr. Prasad Alam positively responded to the students in connection with projects and other aspects.

CEO meet with MITS Faculty held at 10.00AM progressed upto 10.40AM:

- Participants: Dr C. Yuvaraj, Principal, Dean IIIC, ME HOD, EEE HOD, ECE HOD, CSE HOD, Physics HOD, Chemistry HOD, Autonomous In charge, Placement officers, Mr Rayudu Peyyala – Associate Prof ME, and few senior faculty members from all the departments.

The discussion started with the introduction of Mr. Ramana Prasad Alam to MITS faculty members. Discussion was orientated towards grooming the students as per the industrial needs. Mr. Ramana Prasad Alam insisted on more industry interactions to industrial knowledge to meet Industrial needs. He suggested that the faculty members need to spend at least a week days in any industry. The manufacturing faculty should spend time with a manufacturing industry; the Thermal faculty should spend time with a Thermal company etc.

Once the faculty understands the needs of the company, he supposed to include the related syllabus to the students which helps the students employability.

**Brief Profile:**

Mr. Ramana Prasad Alam, CEO, Amara Raja Electronics Ltd, Amara Raja Group.

Ramana Prasad Alam is a member of apex CORORATE COUNCIL of Amara Raja Group, with gross sales revenue of Rs. 4,000 Cr (2012 -13). The group manages a diversified portfolio of businesses -- Power Electronics, EPC Contracts, Sheet Metal, Plastics, Fruit Pulp & Beverages and infrastructure projects. Amara Raja Batteries Ltd, the 2nd largest manufacturer of Automotive (AMARON) and Industrial storage batteries in India, is the flagship of the group. He has a total of 26 years of work experience backed up by proven performance, coupled with exposure to diverse businesses within the Group. He has the unique opportunity of participating in the growth of the company from its inception to the current scale of about Rs.3000 Cr, including related diversification. Member of the core team involved in setting up the Automobile Battery division, responsible for the overall strategy with involvement in Market Research, product development and Brand Development, leading to the launch of AMARON batteries into Aftermarket. He had managed the P&L responsibility for Automotive Battery Business (gross sales of Rs1100 Cr – FY 2011) with a total manpower of 2200 in the business unit, reporting to M.D., leading a team of functional Heads.

He has successfully delivered high growth in both B2B as well as B2C segments.

He also has long experience in closely working in Joint Ventures with Global Companies.