
S.K.SETHI

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PROFILE

- Possess wide working experience in various senior level positions of responsibility including
 - Sales & Marketing,
 - Project Management,
 - General Management/ Business policy
 - Technology Management
- Educated in the reputed institutions of India/abroad –
 - Indian Institute of Technology, Madras,B.Tech
 - FMS(University of Delhi), MBA
 - London Business School, Course in Corporate Finance
 - International Institute of Directors, London Certified Corporate Directorship Course.
- Strongly motivated to contribute skills and experience towards setting up of a project under open market environment and contribute towards shareholder value creation/corporate governance as an Independent Director.
- Born on 9th July 1947, Male, married(2 children)

WORK EXPERIENCE

- **Ria Insurance Brokers P Ltd, New Delhi, September 01 onwards**
 - Designation – Chief Executive Officer
 - Job Responsibilities
 - Set up Marketing network of branches of IRDA approved Insurance Brokerage firm.
 - Developing alternatives for growth/investment
 - Specialising in Life / Group Life / Employee related products

- Targets Set/agreed :
 - To contribute towards growth of insurance brokerage concept by value addition as Vice President & Director of Insurance Brokers Assn. of India.
 - Successfully set up portal www.healthinsuranceindia.org

This is an informative portal with over 1500 pages and has been covered in reputed publications Economic Times, Financial Chronicle, Mint, Money Today, Money Outlook, Sakshi etc..

- **Modicorp Pvt. Limited, New Delhi from January 1994 to September 2001.**
 - Designation – Chief Executive
 - Job Responsibilities
 - Technology Upgradation of Tyre plant
 - Close and result oriented interaction with Collaborators, Technology & Machinery Vendors for productivity improvement.
 - Setting up of 210 MW Thermal Power Plant/ 30 MW Co-generation plant/Nitrogen Curing instead of hot water curing
 - Setting up of Online lottery project in association with GTech,USA. In 1996 Modicorp decided to focus on Telecom projects as it was awarded Cellular Mobile License.
 - Achievements:
 - Developed Strategy for turn around of the company so that it becomes attractive enough to the collaborator
 - Award of 210 MW Power Plant against open bid in competition with leading International players like Korea Electric etc.
 - Tied up with Foreign Partners for various JV projects including GTech USA.Negotiated at level of Chief Minister of Andhra,Haryana & Delhi
 - Implementation of Cellular Mobile Operation in Calcutta – in India'95
 - Successful implementation of export oriented Project for Biodegradable paper cups for customers like Mc Donald etc.
- **Licensintorg & Co. India Private Limited, New Delhi – 1989 TO 1994.**
 - Designation – Joint Managing Director
 - Job Responsibilities
 - Marketing of Technologies/Products in India / CIS Countries.
 - Manage all aspects of a Joint Venture Company including
 - Strategy/Business Policy/ Foreign Trade

S.K. SETHI

- Co. law
- Finance
- Ex-patriates
- India CIS Chamber

- Achievements:

- Established exports of high tech products for the first time from India to CIS/Uzbekistan/Russia.
- Negotiation of High Tech technologies from Russia to India.

- **Xerox Operations – 1982 - 1989**

- Designation – General Manager - Finance
- Job Responsibilities

- To handle all aspects of Finance of a JV Company set up under constraints of Licensing/MRTP.

- Achievements:

Independently handle IPO as well as raising of funds from 10 FI's and 6 Indian banks & 4 foreign banks.

- Successfully developed the concept of Sale & lease back as a means of financing.
- Incorporated systems resulting in establishment of one of the most reputed / successful company of India. In fact this changed the image of the Business House.
- One of the key person of Xerox project team(partly posted in London)

Author of the book ``**Best Guide to Buy Health Insurance**'' - released by Mr. C. S. Rao, Chairman Insurance Regulatory & Development Authority, on 23rd July 2005 in the Annual Conference of Insurance Brokers association of India. Book has been highly appreciated by industry.

Founder of website: www.healthinsuranceindia.org

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SKILLS

- Effective communication and customer service skill.
- Efficient Organization and Administrative Capabilities.
- Work well as an individual and within a team.
- To change with time so that organization can grow/improve
- Proficiency in verbal & written English

DIRECTORSHIPS HELD * / HOLDING

- Executive Director – Modi GBC – Quoted on Stock Exchange (SEBI) *
- Joint Managing Director – Licensintorg & Co. India Pvt. Limited *
- Chairman – Superior Investment India Ltd. (100% Owned Subsidiary of Modi Rubber Ltd.) *
- Director – Ace Airways Ltd.*
- Director – Surekha Properties Ltd.*
- Director –All companies of RIA Group*
Good experience of being on the board of companies for 20 years.
- Vice President & Director - Insurance Brokers Association of India, only IRDA approved association, registered under Sect. 25 of Indian Companies Act.