



MITRA
ASSOCIATES
BUSINESS CONSULTING

Forging Safer, Stronger, and Sustainable Organizations

The New Benchmark in Industrial Excellence.

Engineering Operational Excellence • Building Leaders • Creating Sustainable Business Performance

True Industrial Excellence Requires Balancing Complex Machinery and Human Lives



Achieving Zero Harm

Moving beyond compliance to build a proactive, predictive safety culture that protects your most valuable asset—your people.



Developing Resilient Leadership

Identifying and nurturing leaders at all levels who can navigate complexity, drive engagement, and inspire high performance.



Strengthening Human Capability

Ensuring your workforce has the skills, mindset, and behavioral excellence to adapt, innovate, and execute flawlessly.

The Architecture of Organizational Excellence

A Unified Powerhouse Bringing Over 100 Years of Global Pedigree to Your Doorstep.

People, Safety & Systems

Led by Founder Rajesh Chandravanshi.

- Zero Harm
- Behavioral Safety
- Systems Auditing

Strategy & Operations

Led by Dr. K. Sridhar.

- Energy Efficiency
- Turnarounds
- Variable Cost Reduction

Sustainable Competitive Advantage

Asset & Technical Reliability

Led by Mr. Mahesh M. Kumar.

- Refractory Mastery
- Value Chain Optimization
- Alternate Fuels

You cannot achieve world-class manufacturing if you fix the machines but neglect the people, or build strategy but fail at the root-cause technical level. We integrate all three.

Dimension 1: The Foundation of People and Systems

Built on the 35-Year Industrial Journey of Founder Rajesh Chandravanshi

Performance begins with protecting your most valuable asset. We engage with humility and professionalism, respecting each organization's culture, priorities, and constraints.

1991–1999 (Tata Steel & Holtec Consulting)

Foundational leadership roles in plant commissioning and safety integration.

1999–2015 (Lafarge Global)

16 years of distinguished service, including 11 years as a Safety Champion. Spearheaded world-class safety systems across India, UAE, Malaysia, Zambia, and South Africa, achieving zero-fatality milestones. Trained over 500 employees.

2015–2023 (Dalmia Cement)

Head of E&I and Project Manager. Conducted Group-level Behavior-Based Safety (BBS) training and sustained 5S systems.

An Integrated Framework for Human and System Reliability

01

Assurance & Systems (Strengthen Your Foundation)

Robust auditing strictly aligned with compliance.

- ISO 45001 & GHG (14064) Lead Auditing
- Statutory Safety Audits (DGFASLI)
- HIRA & 5S Implementation

02

Assessment & Insight (Understand Your People)

Globally benchmarked psychometrics.

- Personality & Behavioral (BFI, DISC, 16PF)
- Competency-Based Assessments (BEI)
- Safety Mindset & Risk Perception (SAQ, BBS Surveys)

03

Action & Development (Build Your Capability)

Targeted shop-floor to C-suite training.

- Behavior-Based Safety (BBS) & Incident RCA
- Safety Leadership for Senior Execs
- High-Performance Team Leadership & EQ

Dimension 2: Engineering the Strategic Engine

Dr. K. Sridhar brings an unmatched global footprint of turning loss-making operations into highly profitable manufacturing powerhouses.

- UltraTech Cement (Aditya Birla Group)

- Gulf Cement (UAE)

- Dalmia Cement

- Gulf Cement (UAE)

- Ras Al Khaimah Cement (UAE)

- JK White Cement (UAE)

- Tata Steel (Cement Division)

- Orient Cement

A Landmark Strategic Association to deliver world-class operational excellence and decarbonization strategies to the global heavy manufacturing sector.



The Blueprint for Transformation: 5 Pillars of Cement Excellence



The Catalyst: A Paradigm Shift in Industrial Leadership

Traditional Plant Management		Transformational Leadership
Commanding & Controlling	➡	Coaching & Visual Felt Leadership
Reactive Firefighting	➡	Structured & Predictive Improvement
Blind Cost-Cutting	➡	Scientific Variable Cost Optimization
Siloed Operations	➡	Cross-Functional Ownership & Accountability

**Sustainable profitability begins with strong leadership and empowered people.
We don't just improve plants... we build high-performance organizations.**

Dimension 3: Mastering the Machinery

Welcoming Mr. Mahesh M. Kumar as Strategic Technical Advisor,
cementing our end-to-end operational capability.

35+

Years of International
Experience

7+

Countries of
Operation

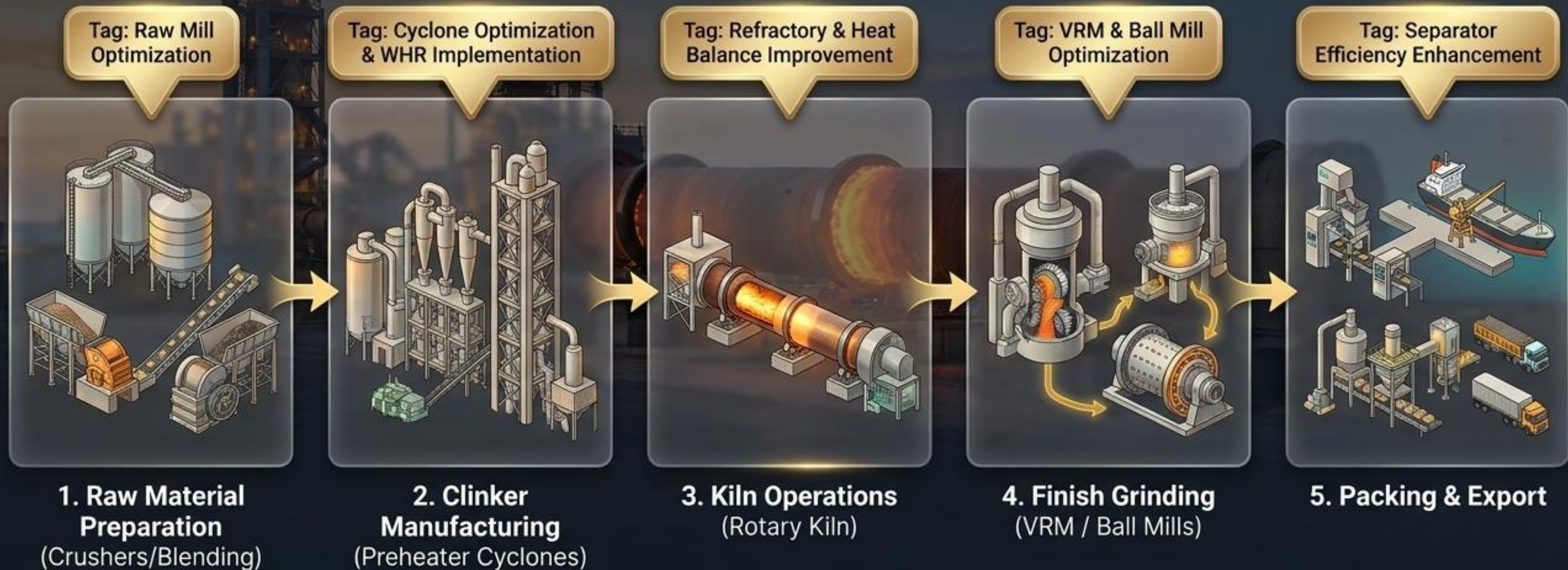
8+

Elite Global Orgs
(Lafarge Holcim Emirates, Union Cement,
Saudi Cement, Tata Steel, Grasim)

Executive Summary

A proven track record of transforming cement manufacturing through innovative process improvements, refractory optimization, and ruthless technical cost reduction.

Precision Optimization Across the Complete Value Chain



Root-cause technical interventions at every node guarantee maximum throughput with minimum thermal and electrical waste.

Engineering Reliability: Refractory Excellence & Sustainable Fuels

The Refractory Impact Matrix



Driving Sustainable Cost Optimization



The Complete Partnership Offering

Executive Leadership & Culture

- Executive Decision Making & Coaching
- High-Performance Culture Transformation
- Visual Felt & Safety Leadership
- Competency & Psychometric Assessments

Operational & Process Optimization

- Plant Benchmarking & Turnarounds
- Variable Cost Reduction Programs
- Raw Mix & Fuel Mix Optimization
- Process Debottlenecking & Root Cause Analysis

Technical Reliability & Sustainability

- Kiln Performance & Asset Reliability
- Refractory Management & Shutdown Planning
- Decarbonization Strategy & AFR Implementation
- WHRS & Energy Management

Verified Expertise and Global Standards

Methodologies backed by rigorous, internationally recognized qualifications.



OSHA Certification



ISO 45001 Lead Auditor



ISO 14064 Lead Verifier (GHG)



IS 14489 DGFASLI Auditor



Accredited Sector Expert (BEE)



Lead Auditor 5S



Accredited Sector Expert (BEE)



Certified Trainer (POSH)



Diploma in Safety & Health



MBA in Training & Development

Let's Build a Safer, Stronger Future for Your Organization

At Mitra Associates, our mission is to bring the finest global expertise to the industries we serve. Together, we look forward to helping cement plants achieve higher productivity, lower operating costs, enhanced reliability, sustainable growth, and operational excellence.

— Team Mitra Associates

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