



## **Ajay Kumar Todi**

*B.Com.(Hons.), FCA, AICWA, DBF, MBA  
D.O.B. 15th September, 1965*

Energetic, knowledge-based, result-oriented, passionate, leader. These are words that describe Mr. Ajay Todi, Managing Director, Ludlow Jute & Specialities Limited, Kolkata. Within a year of taking charge at Ludlow, a progressive, ethical Jute Mill with a modern outlook, he has made his presence felt in the Jute Industry, contributing towards the rejuvenation of the Jute industry in trying times.

Spanning 29 years, Mr. Todi has hands-on experience in Plant and Project management, Marketing, Finance, InfoSystems coupled with Internal Control Systems and Audit, Government/public relations, labour matters – backed with academic credentials as well.

Ajay Todi holds an MBA with specialization in Marketing, is a qualified Chartered Accountant, and also a Cost & Works Accountant. He also holds a Diploma in Business Finance from ICFAI and has undergone professional training in COBOL programming as well. He has successfully attended several world-class programs including the University of Michigan's Program for Marketing Strategy; and the OBL (Orgn Business Leadership), PEP (Personal Effectiveness) & TEP (Team Effectiveness) Programs at ABG. He has travelled extensively worldwide.

Chemicals/Packaging/Power/International Trading are areas he has worked with success before accepting the challenge to make things happen in the Jute Industry and at Ludlow in particular.

It is worth noting that Mr. Todi had driven Aditya Birla Group's chemical business integration, serious growth in Value Added Products and the entry into the Plasticizers' business which enabled rapid expansion of Caustic capacity as well.

At Kanoria Chemicals & Industries Limited (Aug93-Jan07), a progressive Chlor Alkali Company whose profits multiplied several-fold during his tenure, Mr. Todi rose to be Chief Executive having joined as an Executive Assistant. He played critical roles in KCIL's dynamic growth with Chlor Alkali expansions; in setting up KCI's first Captive Power Plant; and KCI's online network with an ERP perspective more than a decade ago, and the caustic industry export initiative. Mr. Todi also handled activities of KPL Europe Inc., a trading arm based at Lausanne.

Strict adherence to processes and quality norms, knowledge of safety and plant operations, and long-term customer relationship development practices coupled with profitable business growth have been his forte. Under his marketing stewardship, the Aditya Birla Group had achieved the No.1 position as the largest chlor-alkali manufacturer in India in 2009-10 during his tenure; and KCIL had also gained market penetration and reach as well.

Ajay Todi is a Committee Member of Indian Jute Mills Association. He has been a member of the Indian Chemical Council's National Executive Committee and Business Committees and forums of ICC, AMAI, etc. He enjoys sports, trekking, creative writing, networking and photography.

He is married and blessed with two bright kids.

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