



# Abha Sheth

Marketing  
Project Manager

## Contact

### Address

Hazira, Surat, India 394270

### Phone

9725367656

### E-mail

abha.lad@gmail.com

## Skills

Problem Solver



Advanced

Excellent Communication



Advanced

Go getter and passion to work



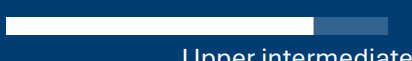
Advanced

Dependable and Responsible



Upper intermediate

Leadership Skills



Upper intermediate

A versatile and dynamic professional of the power sector with rich and diverse ~15 years of experience ranging from project management for large-scale greenfield EPC power projects, establishment of shop and manufacturing processes for the production of supercritical steam turbine generators to Marketing & Business Development.

An MBA pursuant from IIM-A whose experience also encompasses EXIM and project management skills for various overseas projects, including export of India's largest capacity steam turbine, as well as turbine renovation and modernization projects. Handled claims and contract management and spearheading towards gaining expertise in marketing, leading initiatives that drive business diversification & repurposing, demonstrating a deep understanding of complex industrial landscapes.

## Work History

Jul-2024 to Current

### Assistant General Manager

#### **Marketing and Project Management**

*L&T MHI Turbine Generators Pvt Ltd, Hazira, Surat*

- Developing proposal plans and strategies for R&M power projects (domestic).
- Managing R&M project as project manager for private customers.
- Contributing in diversifying the business model to optimize and utilize the existing facility by exploring other technology partners.
- Exports projects marketing and project management including closing of the past projects through claim management.
- Drafting and finalization of R&M contract with the customer and engineering partner.

Jul - 2021 to Jul - 2024

### Sr. Manager

#### **Domestic and Exports Marketing and Project Management**

*L&T MHI Turbine Generators Pvt Ltd, Hazira, Surat*

- Developing proposal plans and strategies for R&M power projects (domestic)
- Marketing for spares and services for OEM and Non-OEM turbines
- Managing R&M project as project manager for private customers.
- Market analysis for new product development and diversification for utilizing the existing machinery and manpower.
- Key role player for discussions for R&M order and proposal for Private Power Customers for cluster and bulk project ordering.
- Project management and execution for orders including spares orders for government customers like Central and State Utilities in record time.

- Project Manager for overhauling of Non OEM turbine sets.
  - Lead generation in business diversification for R&M for non-OEM turbines and spares.
  - Export Project Management - Regular project review meetings, project change meetings, risk and claim management, Schedule L1 to L2 level preparation and project controls for ongoing projects
  - Coordinating site issue meeting and cost control meetings with internal stake holders.
  - Worked with international customers and different quality requirements and standards like JIS, ASME, IS , IEC.
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Jul – 2018 to Jul – 2021

Manager

**Export Project Management and EXIM**

*L&T MHI Turbine Generators Pvt Ltd, Hazira, Surat*

- Responsible for Import Licenses – Advance Authorization license application and receipt.
  - Import/ Export Customs Clearance coordination with CHA
  - Replying to various DL and queries raised by customs and DGFT
  - Applying and getting various special import permissions for restricted goods which led to large cost saving to organization.
  - Supervising Logistics and establishing smooth coordination with port and customs for export projects. Ensuring physical loading and FOB at port, including vessel loading plan review and loading sequence planning.
  - Managed projects from procurement to commissioning.
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Feb – 2017 to Jul – 2018

Manager

**Exports Project Management**

*L&T MHI Turbine Generators Pvt Ltd, Hazira, Surat*

- Project manager for projects mentioned below. Ensured timely supply for turbine and accessories as per scope and contractual terms (FOB/Ex-works). Meticulous claim and cost management with monitoring progress and taking timely remedial actions to meet delivery date. Remarkable zero LD claim from customer for all projects totaling to around USD100 Million order value.
  - Taketoyo, Japan (1 x 1070 MW)
  - Nghison, Vietnam (1 x 665 MW)
  - Saijo, Japan (1 x 500 MW)
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Nov - 2012 To Jan - 2017

Assistant Manager

## **Manufacturing Engineering**

*L&T MHI Turbine Generators Pvt. Ltd , Hazira*

### **Coil Shop establishment (Dust free, controlled atmosphere plant)**

- Assistance in various machine installation and facility development including capex purchasing to commission of plant.
- Preparation of PPS and programs for different machines like consolidation, roebelling
- Preparation of SOP for processes as per technical knowledge gained after visit to Mitsubishi shop at Kobe, Japan.

### **Phase Ring and auxiliary manufacturing, generator assembly –**

- Established auxiliary generator manufacturing shop in India including area identification, civil work, machine procurement, process development, skill development of brazing (induction brazing, torch brazing) bending and flushing.
- Review of SOP and PPS for entire generator assembly including stator winding and assembly.
- Tools and consumables planning. Raising timely SAP requisition and ensuring JIT inventory to reduce stock pile up.

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Jul – 2009 to Oct - 2012

GET to Sr Executive

## **Project Management**

*L&T Power , Vadodara*

### **Mahagenco Koradi (3 x 660MW Thermal Power plant expansion project) ~ USD 1.4Billion project**

- Review of design documents and engineering coordination with L&T Sargent and Lundy , owner's consultant (DCPL) and Mahagenco for smooth document approval.
- Handled electrical packages like station, main and aux transformers, busducts
- Handled packages like elevators and HVAC
- Various site visit and visit to Mahagenco office to get document approval and engineering discussion.
- Lead in implementing the document management system vide L&T Power as a lead representative to Coal execution Koradi team by standardizing and forecasting the future projects requirements across the business.
- Part of the quality testing and evaluation team from L&T Power to bridge the gap between the technical and business requirements

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## Education

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Sep - 2024- (Pursuing)	<b>MBA – BPGP (2024-2026 Batch)</b> <i>IIM-A, Ahmedabad</i>
Jun - 2005-to Jun - 2009	<b>Bachelor of Engineering - Electrical</b> <i>Birla Vishwakarma Mahavidyalaya, Anand, Gujarat</i> CPI - 9.65 out of 10
Mar - 2005	<b>HSC-12th Standard</b> <i>Gujarat Sec &amp; Higher Sec Education Board -</i> 75.54%
Mar - 2003	<b>SSC -10th Standard</b> <i>Gujarat Sec And Higher Sec Education Board -</i> 88.71%

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## Accomplishments

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- Received special appreciation award from the organization for effective claim management for export projects for the year 2019-20
  - International Training : Training for 3 weeks at Mitsubishi factory at Kobe, Japan in the year 2014.
  - Completed Management Developmental program in the year 2018 from LDA Lonavla – L&T and XLRI
  - Baroda Management Association - Young Managers award in the year 2012
  - Compeered and hosted various events like annual days at L&T
  - Lead placement coordinator at BVM engg college during engineering.
  - Served as the lead coordinator and key speaker for numerous cultural and festive events within the organization.
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## Personal details

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Birth date : 3-Sep-1987  
Marital Status - Married  
Languages - English,Hindi, Gujarati, Marathi

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## Hobbies

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Reading  
Public Speaking