



## Dinesh Prakash Singh

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Seasoned CEO / COO / Business Head with 38+ years of leadership experience across India's largest fertilizer and agribusiness organizations. Proven track record in building, scaling, and transforming fertilizer and Agri-enterprises, managing multi-billion-dollar P&Ls, executing greenfield mega projects, leading global expansion, and navigating complex government, regulatory, and financial ecosystems.

Recognized industry authority with deep expertise in fertilizers, ammonia & urea, agribusiness value chains, trading, logistics, ESG, CBG and green hydrogen-linked agriculture. Trusted advisor to boards, governments, investors, and global consulting firms.

### Professional Journey

Company	Position Held	From	To	Reporting To
Reliance Industries Limited	Business Head - Fertilizers	Sep-24	Continue	Director / EC / CMD
Gencrest (Samta Group)	Chief Operating Officer	Jul-23	Sep-24	Chairman cum MD / Group Chairman
Matix Fertilisers And Chemicals Limited	Executive Vice President (Equal to COO/Unit Head)	Apr-22	Jul-23	Managing Director & Chairman / Vice Chairman / Promoters
	Sr. Vice President	Apr-17	Mar-22	
	Vice President	Sep-14	Mar-17	
	Asst. Vice President	Apr-13	Aug-14	
	General Manager	Apr-10	Apr-13	
Indo Gulf Fertilisers (Aditya Birla Group)	Marketing Head (Functional Head - Mktg)	Mar-06	Apr-10	Managing Director & Sr. President (Unit Head)
Chambal Fertilisers and Chemicals Limited (Dr. K. K. Birla Group)	Manager Marketing / Asst. Regional Manager / Sr. Mktg. Officer	Apr-91	Mar-06	Dy. General Manager
Zuari Agro Chemicals Limited	Sr. Mktg. Officer / Mktg. Officer / Mgmt. Trainee	Jun-87	Mar-91	State Marketing Manager

Core competencies include enterprise leadership and corporate strategy, full P&L ownership at a ₹7,000+ crore scale, fertilizer, agribusiness and chemicals operations, greenfield and brownfield project development, capital raising and project finance including NCLT matters, government and policy engagement, global market exposure across Asia, Africa and the Middle East, M&A, joint ventures and strategic partnerships, supply chain, trading and logistics management, ESG, sustainability and green ammonia initiatives, and large-scale talent and leadership development.

### Professional Highlights:

- Drove rapid scale-up of fertilizer business in Reliance Industries by forging high-impact partnerships with B2C, B2B customers, FMCs, and PSUs in India and Globally, progressing toward a 1-million-ton volume target within an exceptionally short timeline.
- Built **Matix Fertilisers and Chemicals Limited** and scaled fertilizer businesses **exceeding ₹7,350 Cr revenue** with full P&L responsibility) and introduced new cost-effective solutions that enabled expansion into additional business growth in high potential markets.

- **Established three major fertilizer/Agri-input companies** (Matix Fertilisers and Chemicals Limited despite worse situation and financial crunch, Chambal Fertilizers and Chemicals Limited (Dr. K. K. Birla Group) and Gencrest (Ajanta / Samta Group) in India and overseas.
- **Led India's largest single-stream urea plant (1.27 MMTPA)** from land acquisition to commissioning (US\$1B project) and managed substantial saving of > \$ 10 Million during project, other than man days.
- **Managed fertilizer volumes exceeding 20 million tons** across India's key agro-climatic zones.
- **Transformed Indo Gulf Fertilisers (Aditya Birla Group)** from **single-product to 100+ product portfolios** (fertilizers, agro-chemicals, seeds, industrial gases Argon & Ammonia) with new acquisition, strategic partners & tie up and maximized share of strategic markets, top & bottom-line.
- Managed **Sales Revenue of ₹3965 Crores** with Turnover of 1.1 MMT Urea and 2 Lac Tons of traded fertilizers (DAP, MOP, NPK, SSP, Zn. Etc) and Rs. 100 Cr. Agrochemicals & Seeds, with Cash Outflow Budget of INR 190 Crores in Indo Gulf Fertilisers.
- Played key roles in **IPO support, restructuring, refinancing, ECBs, and NCLT exits.**
- Recognized expert for global investors and consulting firms (Third Bridge Group Limited USA, Infollion Research, Boston Consulting Group UK, MOTT and Vedak etc.
- Established Matix marketing setup, including robust distribution network (> 1500 Dealers, 35000 Retailers & 200 Field H&Ts and Plant Transporters), professional manpower (more than 300 nos.), Marketing Manual, Systems & Procedures, Statutory compliances and successfully implemented SAP SD Module and iFMS System at Matix, along with office infrastructure & set up in Matix states.
- Senior fertilizer and agribusiness professional with **38+ years of distinguished experience** in domestic and global operations, including **greenfield project execution, business and financial leadership, high-value contract negotiations, sales, distribution, logistics, and large team management.**
- Managed high-level centre and state government engagement to obtain statutory approvals, fiscal incentives, and SEZ benefits for large greenfield projects.
- Managing all the matters of manufacturing unit including Project Management, regulatory matters, Large Volume Contracts for Goods & Services including EPC, PMC, Statutory Compliances, EHS, Sales & Distribution, Corporate Affairs and Corporate Social Responsibility strategy development.
- Well-developed skills in project planning, implementation & operational analysis of the policy framework, fundraising, event planning, and execution.
- Streamlining Systems & processes, multiple ERP implementation (SAP); internal checks & controls, Cost Management & Budgetary control for maximizing the bottom line,
- Key contribution in Financial Management, Funds raising for Projects as well as Working Capital.

## Executive Career Highlights

### Reliance Industries Limited, India

#### Business Head – Fertilizer Business / Current

- Overall leadership and strategic direction of Reliance's fertilizer business.
- Full **P&L ownership**, domestic & global sales, marketing, trading, imports/exports, distribution, logistics
- Business expansion across India and international markets
- Policy advocacy and coordination with central & state governments
- Strategic partnerships with PSUs, FMCs, and global suppliers
- Driving innovation, supply chain optimization, and agri-ecosystem development

## **Gencrest (Samta Group I Ajanta Pharma Group) India & Global**

**Chief Operating Officer I July 2023 – Sept 2024**

- End-to-end responsibility for **operations, P&L, and global expansion**
- Established operations in **India and 15+ countries across Africa & other regions**
- Led fertilizer plant acquisition, setup, and agribusiness investments globally
- Oversaw production, R&D, procurement, sales, exports, safety and Focuses on efficiency, cost control, and process optimization.

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## **Matix Fertilisers and Chemicals Limited**

**Executive Vice President & Chief Operating Officer I April 2010 – July 2023**

- Led **India's largest single-stream greenfield ammonia-urea project (1.27 MMTPA)**
- Managed **₹7,350 Cr revenue**, 1.3 MMT urea + traded fertilizers (DAP, MOP, NPK, SSP, ZN & Crop Protection etc) with Cash Outflow Budget of INR 200 Crores
- Directed Sales, Marketing, Logistics, Imports, HR, IT (SAP), Finance, Purchase & Corporate Affairs
- Played pivotal role in **financial closure (US\$522M+), ECBs, refinancing, OTS, and NCLT exits**
- Liaised with central & state governments for land, gas pipeline (GAIL), railways, water, power, environment
- Built pan-India marketing network: **1,500+ distributors, 35,000 retailers**
- Led teams of **300+ professionals**
- **People Leadership (Direct Reportee):**
  1. Vice President – Sales, Distribution & Mktg.
  2. Head – Imports & Trading Business
  3. Head – Finance, Accounts & Purchase
  4. Head – Mktg. HR & Admin.
  5. Head – IT

## **Urea & Ammonia Matix Project: Project Implementation till commissioning of plant**

- Supports MD/Promoters in executing growth plans, improving performance, and managing cross-functional teams. Plays a critical role in policy implementation and stakeholder engagement.
- Ammonia Urea Project Management, Financial Closure, NCLT, OTS, HR & Admin., Corp. Affairs, GAIL Pipeline, Mktg Infrastructure setup.
- Urea & Ammonia Project Implementation till commissioning of plant
- Project Financing (FC 1, 2 & 3), NCLT, OTS, Valuation of plant and re-financing
- HR, Administration & Recruitment (more than 500 manpower)
- IT (SAP) Infrastructure and system establishment (SD Module, FICO Module, MM Module & HR Module)
- Establishment of Sales, Marketing, Distribution & Plant Logistics Setup - Marketing infrastructure, distribution network, systems & procedures, DOA, FMS etc.
- Land acquisition of 500-acre land from govt and private, land lease deed registration with WBIDC & land mutation in West Bengal, along with process of land exchange with state govt.
- Managed Public Hearing and arranging environment clearance from WBPCB and designing & development of Green belt as per WBPCB, along with Designing and finalising CSR and RR package (Land Donor) in coordination with agency and govt. dept.

- Water Intake Pump house & Cross-country water Pipeline approvals from DVC, along with 8.5 MGD water withdrawal allotment.
- Private Railway Siding – Concept to Execution, arranged all approval with strong follow up at different level from Railway for private railway siding (Feasibility Report, RTC, DPR, ESP & Land Licensing, OHE, S&T, ROB, Major & Minor Bridge, Retaining Wall etc. Finalisation contract for execution of Civil, OHE & S&T work etc. Finalisation of PMC for railway siding.
- Developed Logistic Infrastructure at site and introduced robotic solution for stacking & de-stacking and reducing manpower.
- Managed ROW from different govt. departments like Railway, NHAI, State Highway, PWD, Irrigation, Army, NOC from District Administrations / Land Reforms etc. for discharge water pipeline, cross country water pipeline, railway track etc.
- Electrical – Commissioned 3 KV & 33 KV Electric Sub Station along with Charging Permission, Synchronising Permission, Power Agreement and Back Power Arrangement with WBSEDCL.
- Obtained required statutory & Internal Permits, Licenses and approvals from state and centre govt by directly interface and lead meetings with appropriate higher government authorities (Industry, Factory, Finance, Land, Railway, Environment, Pollution Control, DVC, DOF, WBSEDCL, NHAI, Army & Custom etc.) including ministers and influencing them for various project related approvals.
- Key role in completion of GAIL gas pipeline for 347 kms.
- Carried out successful audit by Tata Engineering Services for the Ammonia & Urea Project.
- Effectively handled Project logistic worth \$ 670 Million for Urea Ammonia Project.
- Close coordination and monitoring of progress with EPIL (ECP Contractor), PDIL, Technology Suppliers KBR USA & SAIPEM ITALY for timely completion of project, by ensuring 100% legal and statutory compliance.

#### **Project Financing (Matix):**

- Pivotal role in Financial Closure for \$ 522 Million initially, disbursement of fund from consortium of 15 banks.
- Conversion of Indian Currency Loan to Foreign Currency Loan from UBI.
- Dealt with RBI and authorised dealer (SBI) for UN number against FDI.
- Additional Term Loan Rs.333 Crs., External Commercial Borrowing (ECB Rs.320 million USD)
- OTS with existing Indian lenders and Valuation of plant for OTS
- Re-financing with VTB Russian bank, along with working capital
- Dealt with NCLT Cases and successfully out from all the cases.
- Authorised by board for dealing with bank, gas agreement and other various jobs, as signing authority etc (total 17 nos. of board resolution given in my favour)
- Dealing with MOTT and ABZ international consulting agencies for various reports for financial closure

#### **HR & Administration:**

- Established Marketing HR & Admin department in Matix.
- Finalisation of company various HR Policies, SOP, KRA, Goals and review of performance thru PMS, reward with increment and special incentive and training module.
- Recruitment of more than 300 marketing manpower in Matix (In toto more than 500 Manpower including Indo Gulf Fertilisers) including Joining, Induction, training, placement and posting along with working tools and transfer etc.

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#### **Indo Gulf Fertilisers (Aditya Birla Group)**

**Functional Head – Sales & Marketing I** Mar 2006 - April 2010

Reporting to Managing Director Dr. Bharat Singh / Sr. President (Unit Head) Shri S.K. Jain

- Managed **Rs. 3,965 Cr revenue**, 1.1 MMT urea + traded fertilizers 2.10 Lakh Tons, DAP, MOP, NPK, SSP, Zn. and Rs.100 Cr. Agrochemicals and Seeds, with Outflow of Rs. 190 Crores
- Transformed organization from single-product to diversified agri portfolio **100+ products** in fertilizers, Agro-chemicals, seeds and industrial products “Argon & Ammonia”
- Led domestic sales, trading, imports, port, plant & field logistics, marketing, industrial products, and corporate affairs.

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### **Chambal Fertilisers And Chemicals Limited (A Dr. K. K. Birla Group)**

Senior Leadership – Sales & Marketing | April 1991 to March 2006

- Instrumental in company seeding, market establishment, and **Chambal IPO (1993)**
- Managed large fertilizer volumes 0.5 MMT and agri-input businesses

### **Zuari Agro Chemicals Limited (A Dr. K. K. Birla Group)**

Sales & Marketing | Career Foundation I June 1987 to March 1991

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### **Personal Details:**

DOB: 6<sup>th</sup> Oct 1966 (59 Years)

Qualification: PGDBA, Symbiosis Institute, Pune

B.Sc.Agriculture and Animal Husbandry from G B Pant University of Agri & Tech, Pantnagar

Linguistic Abilities: English, Hindi, Punjabi, Bengali & Kumaoni

Passport No.: U5059615 Valid Upto dated 09.08.2030

Visa: US, Canada, Morocco, Kenya, Uganda, Australia, China, Hong Kong, UAE, & South Africa

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**References:** (Chairmen, CEOs, CMDs, and Industry Leaders) Mobile number can be provided on request

1. Mr. U.S.Jha Ex. Chairman Nagarjuna Fertilisers & Chemicals Limited & Ex. CMD RCF (GoI)
  2. Mr. Sandip Ghosh (Ex. ED IOC) Director and Ex. COO Matix Fert And Chem Ltd
  3. Mr. P. R. Dhariwal Ex. Managing Director Matix Fertilisers And Chemicals Limited
  4. Mr. V.K. Gaur Ex. Managing Director National Seed Corp.
  5. Mr. S.K.Jain Ex. Sr. President Indo Gulf Fertilisers Aditya Birla Group
  6. Mr. Kapil Khandelwal CEO Adani Ports
  7. Mr. Nishant Kanodia Chairman & Promoter of Matix Fertilisers And Chemicals Limited
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