

CXOWORDS

MAGAZINE

**DRIVING
DIGITAL
TRANSFORM
ATION:
TESTAMENT
TO
TRANSFORM
ATION**

*by Rajeev Soota
VP-IT
Usha International*

**BUILDING
ELECTRIC
BICYCLE AND
ELECTRIC
UTILITY BIKES
FOR LAST MILE
DELIVERIES**

*by Prajwal Habib
Founder
Ravtor Mobility*

RAJEEV SOOTA

VP - IT, USHA INTERNATIONAL

INCREASE YOUR

VISIBILITY

at

CXOWords **MAGAZINE**

TIME TO SHINE!

Contribute your thoughts and views to
publish at CXOWords magazine next
edition over mail:

info@cxowords.com

CONTENTS

Editor's Note

by Arati Singh

02

Driving Digital Transformation: Testament to Transformation

by Rajiv Soota

VP-IT

Usha International

03

Building electric bicycle and electric utility bikes for last mile deliveries

by Prajwal Habib

Founder

Ravtor Mobility

05

ARATI SINGH

Editor-in-Chief

In the ever-evolving corporate landscape, where leadership, innovation, and strategic vision shape the future, CXOwords stands as a platform that amplifies the voices of industry leaders. Our mission is to bring insightful narratives, transformative business strategies, and inspiring leadership journeys to the forefront, creating a knowledge-driven ecosystem for professionals across industries.

In this edition, we delve into the stories of visionaries who are redefining business excellence, embracing digital transformation, and leading with resilience in an increasingly complex world. From thought leadership articles to expert opinions and case studies, CXOwords curates content that empowers, educates, and inspires the next generation of corporate leaders





DRIVING DIGITAL TRANSFORMATION: TESTAMENT TO TRANSFORMATION

Rajiv Soota

Vice President - IT

Usha International

In an era where technology is reshaping industries at an unprecedented pace, the role of IT leaders has evolved from being enablers to becoming strategic drivers of business growth. Rajeev Soota, Vice President - IT at Usha International, stands as a testament to this transformation. With over 35 years of experience, including 23 years dedicated to ERP solutions and SAP implementations, Rajeev has emerged as a visionary leader in the realm of digital transformation, automation, and data-driven decision-making. His expertise spans across Business Applications, SAP, Digitisation, Automation, Data Analytics, Security, Governance, and Infrastructure, making him a true pioneer in the IT landscape.

Journey of Excellence and Innovation

Rajeev Soota's career is a remarkable blend of technical expertise, strategic leadership, and a relentless focus on aligning IT with business objectives. His journey began with a deep dive into SAP ECC 6.0, EhP 8, SAP - APO, SAP - BI, Mobile Applications, BPM, and Portals, where he honed his skills as a Senior Consultant and Project Manager. Over the years, he has led two full-lifecycle SAP implementations and three

major upgrades, including transitions from SAP 4.6c to ECC 6.0, and later to EhP 7 and EhP 8 on the HANA cloud computing platform. These accomplishments underscore his ability to navigate complex technological landscapes while ensuring seamless business operations.

At Usha International, Rajeev has been instrumental in managing SAP operations at the group level, overseeing IT functions for Usha International Ltd., Mawana Pvt. Ltd., and Usha International's office in China. Leading a team of 22 professionals, he has consistently delivered innovative solutions that drive efficiency, scalability, and business growth. His work has not only streamlined internal processes but also enhanced customer experiences, positioning Usha International as a leader in its industry.

Expertise in SAP and Beyond

Rajeev's proficiency in SAP extends across all major functional modules, making him a trusted advisor for organizations seeking to optimize their business processes. His expertise in configuration, implementation, and integration of SAP systems has enabled

businesses to achieve operational excellence. Beyond SAP, Rajeev has been a champion of Business Process Automation (BPA) and Robotic Process Automation (RPA), leveraging cutting-edge technologies to reduce manual effort and improve accuracy.

In recent years, Rajeev has also been at the forefront of adopting Artificial Intelligence (AI) and Machine Learning (ML) to unlock new opportunities for data-driven decision-making. By harnessing the power of data analytics, he has empowered organizations to gain actionable insights, predict market trends, and make informed strategic decisions. His holistic approach to technology adoption ensures that IT solutions are not just innovative but also aligned with the organization's long-term goals.

Leadership and Vision

What sets Rajeev apart is his ability to bridge the gap between technology and business. With over 18 years of experience in implementation, monitoring, and support of SAP modules, and 12+ years in managerial roles, he has developed a unique blend of technical and leadership skills. His focus on Business-IT alignment has been a cornerstone of his success, enabling organizations to leverage technology as a strategic asset rather than just a support function.

Rajeev's leadership style is characterized by his analytical mindset, problem-solving abilities, and exceptional team management skills. He has a proven track record of building high-performing teams, fostering collaboration, and driving projects to successful completion. His expertise in vendor development and management further enhances his ability to deliver cost-effective and scalable IT solutions.

A Commitment to Excellence

Rajeev's contributions to the IT industry have been widely recognized, earning him prestigious accolades such as the CIO Award and the CXO Award. These honors are a testament to his unwavering commitment to

excellence and his ability to deliver transformative results. His thorough understanding of IT compliance and governance ensures that organizations not only innovate but also operate within regulatory frameworks.

As a thought leader, Rajeev is passionate about sharing his knowledge and insights with the broader IT community. He believes that the key to successful digital transformation lies in a deep understanding of business processes, a willingness to embrace change, and a focus on continuous improvement. His journey serves as an inspiration for aspiring IT professionals and a blueprint for organizations looking to navigate the complexities of the digital age.

Rajeev Soota's career is a shining example of how technology can be harnessed to drive business success. His expertise in SAP, automation, data analytics, and AI/ML, combined with his strategic vision and leadership skills, has made him a driving force behind Usha International's digital transformation journey. As organizations continue to grapple with the challenges and opportunities of the digital era, leaders like Rajeev will play a pivotal role in shaping the future of business and technology.

For those looking to embark on their own digital transformation journey, Rajeev's story offers valuable lessons in innovation, leadership, and the power of aligning technology with business objectives. His achievements remind us that the true measure of success lies not just in adopting new technologies but in leveraging them to create lasting value for organizations and their stakeholders.

Throughout my career, I have been honoured with several prestigious awards, including: 5th INSIGHTS CXO Awards 2024 "Automation Hero" by CIO AXIS. IT Governance and Compliance Leader of the Year (FMCG Manufacturing) in 3.0 Technology Excellence Awards - Manufacturing Edition 2024. Aspiring CXOs Award 2024! By CXO Junction. Impactful CXO of the year 2023 by ET Edge. Next 100 CIO Award by 9dot9 CIO & Leader 9th Innovative CIO Awards 2024 by CIO AXIS.

**BUILDING ELECTRIC BICYCLE AND
ELECTRIC UTILITY BIKES FOR**

LAST MILE DELIVERIES

by Prajwal Habib
Founder, Raptor Mobility

WHAT WE DO AT RAVTOR MOBILITY

At raptor mobility we are building electric bicycle and electric utility bikes for last mile deliveries, local businesses, street vendors mainly for the people who can't afford the vehicles and we have designed multiple attachment for the different type of business where it can add and remove in 2 minutes our bikes provides a range of 40km to 140km in single charge. Our mission is to provide affordable, reliable, and sustainable mobility solutions that empower small businesses and individuals with cost-effective transportation.

HOW IT STARTED

Since childhood, I have been passionate about electronics projects. When I was in 6th grade, I dreamed of building an electric bicycle because my school was 6 km away, and we don't had any vehicles at our home My father sells egg rice on the footpath, and use to do all his work using bicycles for daily work like carrying water and

vegetables. Due to a lack of funds, I couldn't build my e-bike at that time and had to walk daily.

After the lockdown, my father's stall shut down, and my mother, who was a tailor, struggled financially. To support my family,

I designed and sold masks online, selling 15,000 masks and generating a ₹30,000 profit. With that money, I managed my family's expenses, paid my college fees, and decided to execute my dream project—an electric bicycle.

At 16 years old, I built my first prototype and later founded Raptor Mobility. We started with the MTB model, and after collecting feedback and understanding the challenges of local businesses and middle-class people, we designed and built our Cargo Utility Bike.

And we are the finalist of shark tank india season 3.

Our prototypes are ready, and we are currently testing them. we got investment commitments, we got pre bookings Soon, we will begin production, and launching our bikes to bring affordable mobility solutions to the people who need

WWW.CXOWORDS.COM

AMONG **CXOs**

INCREASE VISIBILITY

EMPOWER YOUR
LEADERSHIP VISIBILITY

GET IN TOUCH



7088-122-133



info@exowords.com



www.cxowords.com