

## Contact

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(LinkedIn)  
[www.bsebeam.com](http://www.bsebeam.com) (Company)  
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## Top Skills

Strategy  
Building New Business  
Capital Markets

## Languages

Northern indian Dialects (Limited Working)  
Hindi (Native or Bilingual)  
English (Native or Bilingual)

## Certifications

Artificial Intelligence Tools and Concepts  
Dr. Edward de Bono's Lateral Thinking Course  
Certified Entrepreneurship Trainer (CET)  
Course on Financial Analysis for MFIs

# Rajesh Sinha

Chief Executive Officer at BSE E-Agricultural Markets Limited (BEAM)  
Mumbai

## Summary

Recognized thought leader in commodity markets with work experience of more than 23 years post MBA. Overall work experience exceeds 30 years., of these more than 15 yeares in Agri-tech space with Commodity Exchanges . I am on the board of Agricultural Skills Council of India (ASCI) and is a founding member of Centre of Excellence for Dairy Skills in India (CEDSI).

I am a life member of Institute of Directors (IOD).

Identified as one of the 100 Indians whose ideas would make significant positive change in India by SKOCH Foundation, New Delhi in 2011, my work on B2B e-spot markets have impacted lives of millions of Indian Famers and consumers.

Prior to joining BEAM, I was Managing Director and CEO of NCDEX eMarkets Limited (NeML) where I worked from Nov 2008- Sep 2020. During my stint, NeML morphed into a leading Indian B2B e- spot markets and services company and a thriving sustainable corporate. NeML business was scaled up through a combination of entrepreneurial culture and process-driven mechanisms, based on a focused market-driven ecosystem approach built around electronic market platforms, optimizing Corporate Partnerships and Government business interwoven with Government Policy initiatives. NeML positively impacts the lives of more than 25 million smallholder farmers and discerning consumers every year.

I have been associated with industry segments like Commodity Exchange, Commodity Spot Markets, Agri-tech/Fin-Tech, FMCG, Organized Retail, Advertising, Agriculture, Food processing, Capital Markets, Trading, Fresh Foods, Waste e-trading, and not for profit sectors.

Management expertise covers Strategy, Business Development, Sales, Marketing, Operations, Technology, Finance, Human Resources, Administration, Supply Chain management (SCM) and Multiple Stakeholder management.

Past work experiences include Frito Lay India (A Pepsico Group company), Ogilvy and Mather (O&M) India, Radhakrishna Foodland, The Sehgal Foundation and ACDIVOCA.

I am a graduate in Agricultural Sciences from BHU, Varanasi and has done his post-graduation in Rural Management from the Institute of Rural Management, Anand (IRMA). I have received executive education from institutions like Harvard Business School, Boston, Kelloggs School of Management, Chicago, Indian School of Business, Hyderabad and Indian Institute of Management, Ahmedabad(IIMA).

I enjoy creating teams/ being part of the teams that create winning solutions with multiple stakeholders based on trust and accountability. I am widely traveled and loves to interact with people.

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## Experience

### BSE E-Agricultural Markets Limited (BEAM)

Chief Executive Officer

December 2020 - Present (8 months)

Mumbai, Maharashtra, India

Overall responsibility for BSE E-Agricultural Markets (BEAM).

### AGRICULTURE SKILL COUNCIL OF INDIA

Director Board Of Directors

December 2017 - Present (3 years 8 months)

Gurgaon, Haryana, India

### CEDSI- Centre of Excellence for Dairy Skills in India

Member of Governing Council

April 2020 - Present (1 year 4 months)

Member of the Governing Council for CEDSI. contribute towards development of Dairy sector.

NCDEX e Markets Ltd.

Managing Director and CEO

April 2017 - September 2020 (3 years 6 months)

Mumbai, Maharashtra, India

During my tenure as MD and CEO, the company put in a spectacular performance. The pandemic affected H1FY21 of NeML was best ever H1 for NeML since its inception. Its PAT more than doubled compared to same period last year while topline showed a growth of more than 25%. NeML added a Waste Certificate trading in its portfolio. Thus, enhancing its commitment to Environment, Social and Governance (ESG) Values. It also completed all developments and testing for Advance Development Rights Transfer system (ADRTS) for its launch in Oct 2020. NeML became the most successful company by gross revenue and profits in the NCDEX group, surpassing NCDEX revenues in Q4 2019.

The company facilitated the trading of more than INR 72300 Crore (~USD 9.5Bn @ INR76/USD) in FY 20. Mainly on account of scalable solutions with the Government and Government Enterprises for efficient procurement and sales of agricultural commodities in India. Expanded the membership base to more than 10,000 members.

Led product diversification in Non-Agri to include Emissions Permit Trading System (EPTS) for Particulate matter (a global first), a Trading platform for power exchanges (globally the third company to have this capability), and a spot e-market platform for petroleum products.

I contribute regularly in public policy discussions on markets, exchanges, Skill development, rural development and Agriculture. I have played a critical role in formation of group companies like National e-Repository Limited (NERL).

**RASHTRIYA E MARKET SERVICES PRIVATE LIMITED**

Director Board Of Directors

January 2014 - September 2020 (6 years 9 months)

Bengaluru, Karnataka, India

Helped establish ReMS as the leading entity for developing “one state one market” in India. Contributed to Public policy on the subject and its association with MIT, Boston for enhancing the price discovery mechanisms in the APMC markets in the state with an objective to increase farmers realization. The model popularly called “Karnataka Model” was adapted by the Government of India at national level in eNAM. ReMS is now fully integrated with eNAM  
Critical skill: Negotiations, Public Policy, Stakeholder management

## NCDEX eMarkets Ltd (NeML)

Chief Executive Officer

July 2014 - March 2017 (2 years 9 months)

Mumbai Area, India

NeML became a leading e-markets and services company in India during the period marked by challenging regulatory landscape in commodity markets. It built credible processes for sustaining growth in future . It entered into alliances and partnerships to develop e-markets 1. in perishable commodities like Dairy and Fresh Fruit and Vegetables 2. with Government Enterprises for procurement through Farmer Producer Companies (FPCs) 3. Procurement and sales of wheat, pulses and Oil-seeds 3. Spot-Future Market Integration "The Karnataka Model" was adapted by the Central Government as e-National Agricultural Market (eNAM).

Humbling learning experiences include initiatives in Bullion, Non-ferrous metals, Natural Gas (NG) and e-wastes to reduce carbon footprint.

## NCDEX eMarkets Limited

Executive Vice President and Head (KMP)

November 2008 - June 2014 (5 years 8 months)

Mumbai, Maharashtra, India

Joined as head of the company. I was nominated as the Key managerial personnel (KMP) of the company from Jun 2011-to May 2014. Re-modeled the business achieving a PAT positive status in FY 2014 due to setting rigorous processes, deft handling of various stakeholders including Government and Media. As a result, the company achieved a reputation of a reliable, robust, process-driven entity.

Critical initiatives include 1. Equal joint venture company with the Government of Karnataka- Rashtriya eMarkets and Services Company (ReMS) to support the Agriculture market reforms of the State Government to create "State Agriculture Market (SAM)" 2. An e-pledge business through electronic warehouse receipts (eWRs) by alliances with leading banks of the country. 3. B2B e-Market for enhancing the efficiency of buying and selling of commodities, mainly for the Government and Gov. enterprises. The humbling experiences include failure as spot exchange in bullion, Steel and Sugar.

## Radhakrishna Foodland Pvt Ltd

General Manager-Fresh Foods

March 2007 - October 2008 (1 year 8 months)

Mumbai Area, India

Purchase, Merchandising of Fresh Fruit and Vegetables for the retail unit ( Foodland Fresh) and support the development of non- veg section and Bakery for the company. Turned F&V vertical profitable even though the retail unit was still in build phase. Part of the team for developing new business models.

Reported to COO, Foodland Fresh.

Key skills : Purchase, Vendor Management, Retail display, managing fresh produce supply chain

## MCX

Project Head- New Initiatives

January 2006 - March 2007 (1 year 3 months)

Bengaluru Area, India

Setting up of Safal National Exchange, a spot exchange in JV at Bangalore. Critical role in converting JV Agreement to JV Company with NDDDB group company Mother Dairy Fruit and Vegetable Limited and setting up the entire team including shortlisting of a new CEO for SNX.

Skills used : negotiations, public policy, Investments, Valuations, Supply chain Management, new product development, project management, Government Liaison

## ACDI/VOCA

Director- Fresh Fruit and Vegetable

May 2005 - December 2005 (8 months)

Executed Growth-Oriented Microenterprises Development Program(GMED) of USAID in India. During this effective stint I was instrumental in the creating alliances with leading organised retailers dealing in fresh foods like Godrej Aadar, Future Retail ( Big Bazar), Radhakrishna Foodland Retail , ITC Sagar Choupal. We worked on direct linkage of micro- enterprises with the organised retailers , thereby increasing their realisations.

Reported to : Chief of Party, Reports : Global experts on fresh fruit and vegetables, drip irrigation

Key skills used : Alliances, Project management, working with global workforce, Market Linkage, Supply chain management, fresh produce, Project management

## Sehgal Foundation

Program Leader

March 2001 - April 2005 (4 years 2 months)

Gurgaon, India

Helped set up Integrated Sustainable Village Development Program (ISVD). Set up Income Enhancement Program - helped increase income of farmers through crop diversification, adoption of hybrid seeds for horticultural crops, soil strengthening by reducing pesticides, chiseling, drip irrigation, organic farming, Market linkages with organised retail, processors, small enterprise development and skill development. Part of the team to decide on the grants to be given to various entities making visible difference in the lives of rural people, mainly in the field of women education and sustainable development.

## EDA Rural Systems

### Management Executive

February 2000 - March 2001 (1 year 2 months)

Gurgaon, Haryana, India

Led the execution of “Rural Industries Project (RIP)” of Small Industries Development Bank of India (SIDBI) for our company. This was a refinance project aimed at the growth of cottage and small industries by commercial banks using refinance scheme of SIDBI. Worked for three sub sectors in three different states - Honey in Muzaffarpur, Bihar; Silk in Maldah district, West Bengal and Leather accessories in Jawaja and Ajmer, Rajasthan.

Key activities : Analysis of the sub- sector, development of the micro and small entrepreneurs leveraging Micro Finance Initiatives through commercial banks, prepare, submit and help in sanction of the project proposal for finance of the units; Sales of the output of the target customers in Delhi, Kolkata and Patna;

Liaison with the Government

and commercial entities to help increase income of the small industries.

## Ogilvy & Mather

### Process consultant

February 1999 - December 1999 (11 months)

Kolkata Area, India

Led the non- conventional media for “East of Kanpur” project for Ogilvy Rural. Built a field team of more than 60 members for effective execution in the states of Bihar, Jharkhand, West Bengal and Odisha. Developed and manages Vendors for execution the non- conventional mass media strategy like folk songs, hand pump stickers, wall painting, hoardings etc. Also conducted field research for our customers. Interaction with key customers at Kolkata - Hindustan Unilevers, team at Kolkata, Eveready, Bata, Godphrey Phillips India

Reported to Head - Ogilvy Rural, Mumbai . Key skill: Project Management, Vendor Management

### Frito Lay India

#### Purchase Executive

December 1997 - January 1999 (1 year 2 months)

Gurgaon, India

purchase of all food ingredients including pulses, edible oil, spices, flavors and fragrances, Potatoes. Reported to Director-Purchase. Critical role included Vendor Management, Price forecasting, new product development.

### National Egg Coordination Committee - India

#### Management Trainee

April 1997 - November 1997 (8 months)

Hyderabad, Kolkata, Ambala

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## Education

### Harvard Business School Executive Education

· (2018 - 2018)

### Harvard Business School Executive Education

Authentic Leadership Development, Executive Education · (2016 - 2016)

### Northwestern University - Kellogg School of Management

ISB-Kellogg Global Advanced Management Programme, Global Executive Education · (2015 - 2015)

### Indian School of Business

ISB-Kellogg Global Advanced Management Programme, Executive Education · (2014 - 2015)

### Harvard Business School

Improving Corporate Performance and Profitability - India 2013, Executive Education · (2013 - 2013)