

## **Alex Thomas**

CEO at Tierra Food India Pvt Ltd

Cochin Area, India

| Food Production

Current      Tierra Food India Pvt Ltd

Previous     Neptune Readymix Concrete Ltd

Education   MG University

**Connect**

### **Background**

#### Summary

Alex Thomas commenced his career as a planter after graduating from Kerala University. After setting up the plantation business in North Kerala in early 80s, he returned to Kottayam distributing building materials. Learning the ropes of the construction business well and sensing the opportunity ahead, Alex co-founded Neptune Readymix Concrete Private Limited, the first Readymix Concrete Company in Kerala, in 2003. An envious track record both in business growth and sustainable & robust business practices prompted a national player in the industry, RDC Concrete India Limited, to acquire Neptune in 2007. Though Alex exited the business through one of the early Private Equity transactions in Kerala, he continued as the CEO of Neptune in professional capacity. He quit as the CEO of Neptune in 2010, while continuing as an independent Director, for promoting Tierra Food India Pvt Ltd.

#### Experience

### **Managing Director**

Tierra Food India Pvt Ltd

April 2010 – Present (6 years 7 months)Cochin, Kerala

Tierra has been set up to manufacture ethnic snack foods, processing farmers' produce like banana and cassava, and market them as branded food products. After capturing the consumer insights in the traditional snacking category, Tierra reformulated existing ethnic products like cassava and banana chips by making it contemporary and relevant to the youth. This was achieved by creating the TWIN brands KAPPO & BANANO, packaged in small, colorful and exciting packs priced at convenient price points, and spiced up with exotic flavors using natural recipes suited to the target audience. Products were made superior through R&D supported by government bodies like CTCRI, Trivandrum.

Value chain enhancements were possible by setting up robust systems in procurement of farmers' produce eliminating middlemen and transacting fair and direct with farmers. The ability of the project to support the local community, farmers and employees has helped Tierra earn the respect of stake holders in the industry like KINFRA, KSIDC and leading businessmen in Kerala. This also has led to well respected businessmen and venture capital funds of Kerala and outside investing in this opportunity.

Today Tierra's snack food brands are available in more than 25000 retail outlets in Kerala and nearby states. Tierra's products are now exported to UAE, Qatar, Kuwait, Maldives, Nigeria etc.

## **Managing Director**

Neptune Readymix Concrete Ltd

April 2003 – March 2010 (7 years)Cochin

Neptune was co-founded by Alex Thomas & Prince Joseph in the year 2003. It has since been acquired by RDC Concrete Ltd , one of the leading Readymix Concrete companies in India.

The company has three manufacturing plants viz at Edayar (Kochi), Velakkode (Thrissur) and Sasthavattom (Thiruvananthapuram). It is equipped with all modern facilities and utilizes world class technology to ensure consistent product quality. With more than 200 employees, Neptune Readymix Concrete has a production capacity of 25000 cubic meters of concrete per month. Neptune offers its customers the convenience of having the total concrete requirements under a single roof.

Neptune Readymix Concrete Pvt Ltd is Kerala's pioneer in Readymix Concrete industry. It has over 250 employees and 3 manufacturing facilities spread across Kerala. Neptune plays a key role in Kerala's construction industry by providing Readymix Concrete of highest quality, required by the construction industry. It could also bring in a change in the way in which employees of this industry were treated by focussing on the safety and self-esteem aspects of their job. Neptune takes special interest in conserving natural resources by providing customers with optimized mix design etc.As a proactive step for conserving fuel, drivers of Neptune are incentivised on the basis of fuel consumption of the trucks they drive, which yielded good results.

Neptune is involved in various community activities mainly in the area of urban infrastructure , education and sports. We especially support students from disprivileged sections of the society. Neptune works closely with NGOs and Government bodies in various social development projects.

After the acquisition of Neptune by RDC Concrete in 2006 I continued there as a professional CEO till 2010. I quit as CEO , while continuing there as a Director to start Tierra Food India Pvt Ltd.

Volunteer Experience & Causes

## **Chairman , Urban Kerala Mission & Infrastructure , CII Kerala**

Vyttila Mobility Hub

April 2008Social Services

My philosophy is that "society and people are not afterthoughts but are core to our purpose. We are not doing these activities because it sounds good. They are part of our business philosophy and they are good for our business also.