

K A SANTHOSH KUMAR TAKES CHARGE AS KINFRA MD



WG. CDR. K A SANTHOSH KUMAR
MD, KINFRA

with various manufacturers at different locations. Here, they will get their items manufactured at a single point," he said.

According to Santhosh Kumar, KINFRA is in the process of holding meetings with manufacturers and end users to better understand the supply and demand factors in the sector. "There is an Industrial Cluster Committee under the Ministry of Defence which looks into the requirements of PSUs in the defence sector, and who can meet those demands. We have requested the Ministry that KINFRA also be made a part of the Cluster Committee so that we can learn about the demand.

Wg. Cdr. K A Santhosh Kumar has assumed charge as Managing Director of Kerala Industrial Infrastructure Development Corporation (KINFRA).

A graduate in Electrical Engineering who did MTech in Communication Engineering from IIT Bombay and MBA from Nirma University, Ahmedabad, Santhosh Kumar has over 28 years of experience in private and public sectors. He succeeds Dr. M Beena IAS, who was functioning as the MD of both KINFRA and KSIDC.

An IIM Indore-trained professional, he joined the Indian Air Force as a commissioned officer in Aeronautical Engineering (Electronics) branch in 1988 and subsequently held position as Chief Engineer (Aircraft Tester Indigenisation). He worked as Chief Engineering Officer

from 2009 to 2010. Santhosh Kumar also served as Project Director at HCL Infosystems Ltd. and as Senior Vice President (IT & Electrical) at Maharashtra Border Check Post Network Limited.

Thanks to his vast experience in the defence sector, Santhosh Kumar is bullish about KINFRA's proposed Defence Industrial Park at Ottappalam in Palakkad district, a first-of-its-kind initiative in the country. "The concept is a greenfield Park wherein ancillary industries for defence offset production are made available at one location. Now PSUs in the defence sector have to liaise

Accordingly, we can brief the investors who are willing to set shop at the Park," he said.

On his new role, Santhosh Kumar said: "As a defence person, I have been working in various parts of the country. I wanted to return to my native place and contribute to the State. The Government has found me suitable for this post considering my experience in infrastructure development. Of course, the guidelines are different here. But I am sure I will get used to it within a short period. Personally, I believe Kerala has an ideal industrial investment climate now."

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THE FIRST ONLINE CUSTOMIZABLE ACTIVEWEAR BRAND

Their dream is to build a sports brand that India can be proud of. ELK Sports, a sportswear manufacturing company started by a group of IIM and NIFT graduates at the KINFRA Industrial Apparel Park (KIAL) at Thumba in Thiruvananthapuram, has registered substantial growth by catering to over 100 clients within a span of three months since its inception.

ELK is India's first online customizable activewear brand, says Rakesh Rajeev, Founder and CEO. "Sports enthusiasts can choose from over thousands of jersey designs on our website, and customise every single detail to suit their taste, using our online design studio. Within the first couple of months our business was recognised by IIM Ahmedabad and Kerala Startup Mission (KSUM) for business innovation in the field of sports. Our vision is to grow into an activewear brand that India can be proud of," says Rakesh, a sports lover and an MBA graduate from IIM Ahmedabad.

The target markets of ELK Sports are corporate tournaments, colleges, sports leagues, gyms, health clubs etc. "Our major clients include Infosys, Sporthood, UST Global, IIM Ahmedabad, IIM Bangalore and Crazy Passionate Runners. Currently, our products are avail-



A SCREENSHOT OF ELK SPORTS' ONLINE DESIGN STUDIO

able in Tamil Nadu and Bengaluru besides Kerala. We intend to extend our operations throughout India," he says.

The in-house online studio, trendy designs, special fabric and fast turnaround time make ELK the preferred choice of customers. Using specially crafted polyester-cotton blends designed to match the active lifestyle, ELK offers uncompromising premium quality products. The design studio has a splendid array of designs, patterns, themes and logos in a very easy-to-use interface. "Customers can also upload their own designs, logos or texts using the



RAKESH RAJEEV
FOUNDER AND CEO
ELK SPORTS



design tool. There is no minimum requirement in terms of number of items but price may vary depending on the quantity," he adds.

The name of the company is derived from the animal ELK, which is the animal of freedom. "We see sports as a medium to unify people. We believe in freedom of expression, and that

sport gives every person that freedom to be what s/he wants to be," Rakesh signs off.

For more information, log on to: www.myelkstore.com or contact, ph: +91 9447334858 or send a mail to: rakesh@myelkstore.com

DR. BEENA GIVEN WARM FAREWELL

Dr. M Beena IAS, MD, KINFRA was given a warm farewell at a function organised by the staff at KINFRA recently. Dr. Beena, who assumed office as MD, KINFRA in June 2016, was instrumental in obtaining approval for KINFRA's International Exhibition cum Convention Centre (IECC) at Kakkadan in association with India Trade Promotion Organisation (ITPO).

Wg. Cdr. K A Santhosh Kumar, MD, KINFRA handed over a memento to Dr. Beena on the occasion. Dr. T Unnikrishnan, GM (Projects); G Sunil, Manager (Technical) and MD, KEPIP and other senior officials of KINFRA were present at the function.

