

Mr. Rohit Sanjay Mali

Director, Firefly Fire Pumps

Mr. Rohit Sanjay Mali has been the Director of Firefly Fire Pumps since August in 2012. Having been a part of the legacy for over a decade, he has been responsible for the Sales & Marketing, Finance & HR roles at Firefly. Mr. Rohit has worked on building a sustainable business model inspired by "The Infinite Game" Ideology.

He completed his Bachelor of Engineering from Shivaji University in the year 2011 and his Masters in Family Business Management from S. P. Jain Institute of Management and Research in the year 2014.

Within just five years of joining the business, he has significantly increased sales revenue at the organization by 100%. Along with that, Mr. Rohit has been spearheading the growth of the business by bringing about significant changes and introducing the latest technology such as SAP HANA, Salesforce, and Latest Solidworks Software aiming towards the company adopting Industry 4.0. Under his leadership, Firefly has grown from 20 professionals to 100 professionals in the past 10 years across the shop floor and other departments. He has also helped the company double its production capacity through state-of-the-art equipment and a SCADA system for Pump Testing at the new plant.

Under Mr. Rohit Mali's guidance and leadership, the Government of Maharashtra Industries Department, Directorate of Industries has awarded Firefly Fire Pumps Pvt Ltd for outstanding performance in the Export District Conclave on "Investment Promotion, Export, Ease of Doing Business (EoDB) and One District One Product (ODOP)". Along with that, Fire India (Asia's Largest Fire Exhibition) has recognized Firefly Fire Pumps Pvt Ltd with a runner-up position in Innovation Award in Active Fire System Category.

His social media handles are:

LinkedIn – <https://www.linkedin.com/in/rohit-m-04456566>