



Mr. M N Srinath

Founder/Director of Firmus Ventures Pvt. Ltd

Srinath is an enthusiastic optimist who believes that the world is a better place because of the entrepreneurs in every society. His personal mission is to unleash the potential of entrepreneurs across all sizes of companies including MNC's, promoter-led family companies, SME'S and new-age start-ups across domains while enabling profitable, conscientious, and sustainable growth for their businesses.

He is a mechanical engineer by profession and a Management person from IIM Ahmedabad with two decades plus leadership experience in Food & Beverage, HVACR, Retail, Consumer durables and Commercial refrigeration industries in large Global and Indian MNC'S like Coca-Cola, PepsiCo, Whirlpool, Voltas (TATA group), Frigoglass, etc. In his last role he was VP for Coca-Cola, South Asia.

Founder/Director of Firmus Ventures Pvt. Ltd which provides Management Consulting for Global & India FMCG & consumer durable companies including SME'S, Technology consulting (Product development, Software & Hardware) and Enabling Start-ups as Investor, Mentor, Advisor to succeed in marketplace across USA & India Currently Technology & Business Growth enabler for start-ups in EV ecosystem, IOT, Food & Beverages, Vending equipment, SaaS to grow revenues & raise funds in India & USA: <https://xealenergy.com/> (Series A in USA) <https://www.vendekin.com/> (Pre Series-A India) and advisory board member across many.