

SUMMARY

- Progressive business leader with 20+ years of sincere and dedicated efforts, working in the competitive Indian market and spreading business operations in Asia Pacific and Far East.
- Enhancing imports of global brands through innovative means of supply chain management: creation of extensive network through channel partners, key accounts, institutional clients, builders and architects.
- Establishing cost effective manufacturing facilities for modular kitchen industry in India at par with European standards.
- Financial planning and growth by implementing effective cost management techniques.
- Augmenting brands to convert the modular kitchen industry into an organized sector through vast field experience and continuous market research.
- Creating large cross-functional human resource through continuous mentoring and trainings.
- Assisted China based modular kitchen industries in product development for leading Indian OEM brands.

EXPERIENCE**Mar 12 – till date SIMFER APPLIANCES - Istanbul, Turkey**

(4 years 5 months) *Household appliances manufacturer headquartered in Turkey. Supplies its products' range of cooking/ kitchen/ domestic appliances and consumer goods in 136 countries across 5 continents. It also manufactures for leading OEMs.*

Regional Director (Asia Pacific and Far East)

- Strategize and establish operations through OEM and distribution for built in appliances
- Leverage relationship with OEMs and scaled up turnover to 14.5 M USD in FY15
- Facilitate warehousing, project sales, inventory control, sales administration and recruitment
- Conceptualise and implement plans ensuring growth in top and bottom line
- Assess revenue potential & horizontal / vertical business opportunities to tap new sources
- Create contacts with premier hospitality and builders segment
- Advertise and organize seminars, sponsorships and exhibition participation with channel partners
- Coordinate with production and quality control for new product development and modifications

Apr 09 – Feb 12 LISPO KITCHENS PRIVATE LIMITED – Gurgaon, India

(2 years 11 months) *An end-to-end kitchen solution provider: kitchen woodwork, built in appliances, accessories and kitchen specific hardware.*

Managing Director

- Developed Lispo (India) as a complete kitchen solution provider
- Formulated business plan for the newly set up wood & wire based manufacturing operations, importing appliances and hardware trading collaboration
- Achieved a turnover of INR 10cr in the first year itself which eventually grew to INR 28cr pan India
- Recruited and managed a team of 70
- Incepted operations after visiting European/ Asian countries for imports
- Set up sales cum import office in China as an independent vertical plus profit centre for supplies to Indian OEM brands and small importers of built-in kitchen appliances
- Established trade network of super stockist, distributors and dealers
- Handled corporate sales and tenders for supply to Canteen Stores Department (CSD)
- Pioneered in organizing builders to include modular kitchen as a basic fitment in newly constructed apartments - entered into contracts with key premium builders, such as: Raheja Developers, DLF, Ansals, Eldeco, Ambia Developers, Ramprastha, Sabharwal, CHD, ERA, JP Green

Jun 08 – Mar 09 OZONE OVERSEAS LIMITED – Delhi, India

(10 months) *A leading Indian company offering a comprehensive range of Architectural Builders Hardware including glass fitting, door-closing devices, door locks, electronic safes and furniture hardware.*

Business Head - Ergozone

- Headed the Business Unit for functional hardware, an independent vertical offering fittings for residential and commercial applications of modular kitchens
- Achieved turnover of INR 13 cr in the year of launch which grew by 200% in FY09 through a network coverage spread across the country
- Extended the range by launching new products in the portfolio - wardrobe slider system and range of motion slides

Dec 02 – May 08 HINDUSTAN SANITARYWARE & INDUSTRIES LIMITED – Gurgaon, India

(5 years 6 months) *A leading name in the Indian market in sanitary ware; the company grew its portfolio to include kitchen appliances, among other products.*

National Head (Built-in Appliances)

- Strategized plans and scaled up annual turnover to INR 18 cr with 110% growth over the tenure through trade/ channel network and project (hospitality/ builders) sales
- Reduced manpower cost from 10% to 3% during the period
- Launched built in appliances within 6 months of inception and achieved national distribution through a network of 18,000 dealers within one year
- Managed a team of 85 members consisting of Regional Sales Managers, Sales Executive, Sales Officers and office administration staff
- Conceptualised and established the division with 100% imported products from Italy, Greece, China, Germany, France, Malaysia, Singapore
- Handled responsibility of varied roles: business development, key account management, relationship management, customer support operations, technical services and administration

Key Contributions

- Initiated Hygiene & Sanitation awareness programs at Block level (20-30 villages) spreading it further to district level at a large scale
- Facilitated creation of toilets for the villagers
- Opened discount / subsidised stores in villages for purchase of sanitary ware
- Achieved breakthrough by modifying sanitary ware range for water conservation (reduction in consumption from 18 litres to 7 litres)

Nov 97 – Nov 02 KAFF APPLIANCES – Gurgaon, India

(5 years 1 month) *Nanika International, imports and trades in kitchen built-in appliances and accessories under the brand name KAFF.*

Head – Channel Development (All India) Mar 01 – Nov 02

- Handled sales and distribution network, from strategy formulation to implementation for managing turnover of INR 28cr
- Managed the entire team of sales, after sales and channel executives
- Worked on franchise model and opened 76 exclusive display studios in India and APAC countries; became the first to open such galleries pan-India
- Identified potential markets for the product as well as prospective channel partners in India
- Planned and organised country wide PR activities
- Handled major corporate clients including builders, architects, hotels and leading multinational companies

Key Contributions

- Conceptualized and organized the first of its kind Young Architect Festival in the country
- Imparted scholarships to the deserving and needy candidates for empowering them for their professional growth

EDUCATION

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| 2017 | Pursuing Advanced Management Course | Harvard Business School, USA |
| 1997 | Post Graduate Diploma in Marketing Management | University of Kurukshetra |
| 1996 | Master of Business Administration (Marketing and Finance) | University of Kurukshetra |
| 1994 | Bachelor of Arts | MDU, Rohtak |

SKILLS AND INTERESTS

- Languages: English and Hindi
 - Computers: MS Office
 - Interests: Cooking, Hockey
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