
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.
- Assisting MNCs in modular kitchen industry with product development for leading Indian OEM brands.

EXPERIENCE

Apr 16 onwards

MODULAR KITCHEN SOLUTIONS' CONSULTANT**Built-in Appliances, Wood Work, Hardware & Accessories**

- Coordinating with international manufacturers for production, quality & supplies for brands in India
- Assisting in Manufacturing & Importing of built-in appliances for leading brands.
- Facilitating warehousing and distribution in India across various trade channels.
- Networking for institutional sales with premier hospitality players & builders for Modular Kitchens.
- Coordinating with companies in European & Asian Countries for trading of interior solutions.

SIMFER APPLIANCES - Istanbul, Turkey

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.

Sept 12- Mar 16

Regional Director (Asia Pacific and Far East)

(3years 6 months)

Strategize and establish operations through OEM and distribution for built in appliances.

- Leverage relationship with OEMs and scaled up turnover to USD 14.5 mn (INR 95 cr) in FY16-17.
- Facilitate warehousing, project sales, inventory control, sales administration and recruitment.
- Networking for institutional sales with premier hospitality players & builders for Modular Kitchens.
- Advertise and organize seminars, sponsorships and exhibition participation with channel partners.
- Coordinate with production and quality control for new product development and modifications.

Dec 08 – Aug 12 LISPO KITCHENS PRIVATE LIMITED – Gurgaon, India

(3 years 9 months)

An end-to-end kitchen solution provider: kitchen woodwork, built in appliances, accessories and kitchen specific hardware.

Managing Director

- Developed the brand Lispo as a manufacturer and a complete kitchen solution provider.
- Incepted operations after visiting European/ Asian countries for imports & Corporate Sales.
- Imported appliances and hardware & created an independent vertical / SBU for this range.
- Achieved a turnover of INR 10cr in the first year itself, which eventually grew to INR 52cr.
- Recruited and managed a team of 70 employees across different functional levels.
- 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.
- Developed and handled trade network of super stockist, distributors and dealers PAN India.
- 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, ERA, JP Green.

Jun 07 – Nov 08 OZONE OVERSEAS LIMITED – Delhi, India

(1 year 6 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 (Modular Kitchen & Furniture Hardware)

- 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 FY08 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 07 HINDUSTAN SANITARYWARE & INDUSTRIES LIMITED – Gurgaon, India

(4 years 6 months)

A leading name in the Indian market in sanitary ware; the company grew its portfolio to include modular kitchen (Evok), kitchen built-in appliances and hardware among other products with the Hindware Tagline: Bathroom, Kitchen & Beyond.

National Head (Built-in Kitchen Appliances)

- Strategized plans and raised annual turnover to INR 18 cr with 110% growth over the tenure through channel network and project sales (hospitality/ builders). This further scaled to INR 58 cr for the financial year 2006-2007.
- Launched built in appliances within 6 months of inception and achieved national distribution through a network of 1800 retailers within one year.
- Reduced manpower cost from 10% to 3% during the period. Managed a team of 85 members consisting of Regional Sales Managers, Sales Executive, Sales Officers & Office Administration.
- Conceptualised and established the division with 100% imported products from Italy, Greece, China, Germany, France, Malaysia, Singapore.
- Established, strategized and managed a manufacturing base for modular kitchen operations including woodwork and sourcing of exclusive hardware leading to increased sale in appliances.

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 modular kitchen, built-in kitchen appliances and accessories under the brand name KAFF.

Head – Channel Development (All India) April 99 – Nov 02

- Handled sales and distribution network, from strategy formulation to implementation for managing turnover of INR 28 cr. 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.
- Planned and organised countrywide PR activities.
- Handled major corporate clients including builders, architects, hotels and leading multinational companies.
- Researched, launched & promoted the associate brand FGV (kitchen hardware) in India as pioneer in KAFF.

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

2018	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

SKILL SET

Planner | Critical Thinker | Change Agent | Collaborator | Adaptability | Strong Work Ethics | Problem Solving
