

- ✓ Over the Counter (OTC)
- ✓ Consumer Electronics
- ✓ Kids Entertainment

Brands directly managed

AKAI CEAT  **FEVICOL**  **Caladryl**








    

- ✓ Tires
- ✓ Adhesives
- ✓ Construction Solutions

Education & Career Progression

Organizations worked & revenues

 CAD \$48	 CAD \$4 B
 CAD \$300 M	 CAD \$2.5 B
 CAD \$250 M	 CAD \$2.0 B
 CAD \$3 B	

Graduation and Post Graduation

Bachelor of Commerce



Master of Business Administration



Consumer Electronics Marketing Executive

AKAI

Light Commercial Tires Asst Product Manager

CEAT

Fevicol Adhesives Section Head

Pidilite

Mattel Toys Wheels, Games and Entertainment Brand Manager

MATTEL

Over The Counter (OTC) Chief Manager Brand Building

Piramal knowledge action care

Home Décor and Furniture Head of Marketing

famaaliving

Over the Counter (OTC) Sr. Manager Marketing

LUPIN

2 Billion Revenue Uniron Startup in Constriction Solutions Marketing Lead

INFRA.MARKET



July 2023 Landed in Canada on PR

1994 to 1997

1997 to 1999

1999 to 2004

2004 to 2005

2005 to 2007

2007 to 2011

2011 to 2017

2017 to 2019*

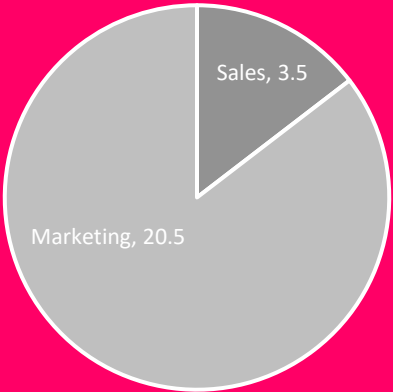
2020 to 2022

2022 to 2023

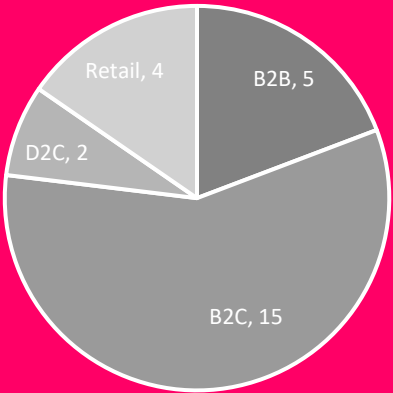
* 2019 Sept to Dec Chief Customer Officer Subhag Healthtech

Professional Career & Experience Synopsis

Years of Experience



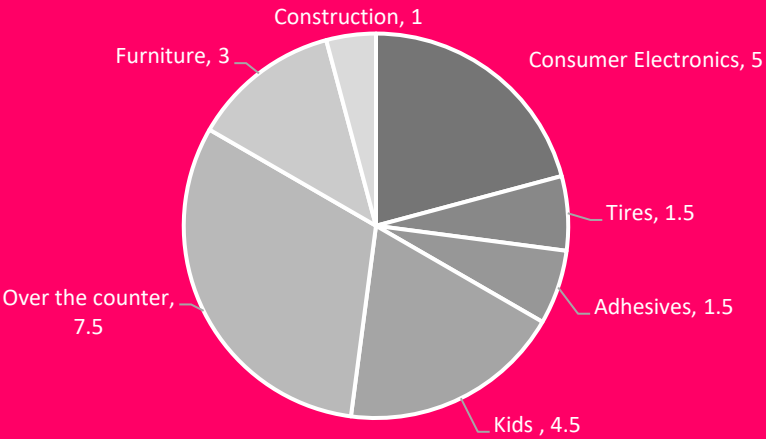
Industry Experience by business & years



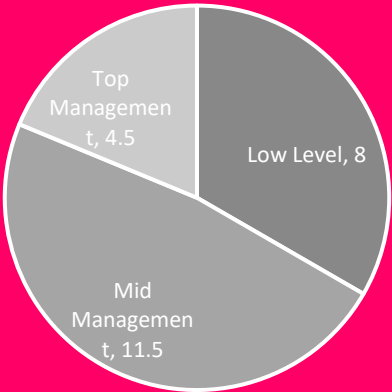
Marketing Experience in Years



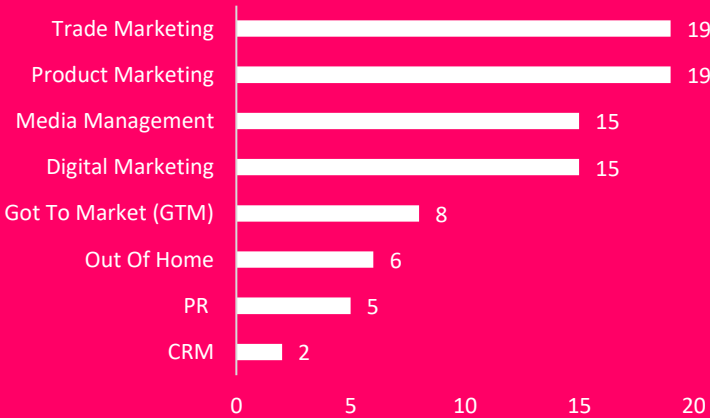
Sector Experience and Number of Years



Management Experience in years



Marketing Promotion Experience in years



Certifications & Upskilling



HubSpot Inbound Marketing



Digital Marketing: Customer Engagement, Social Media, Planning & Analytics



Lean Six Sigma Green Belt Certification



Fundamentals of Digital Marketing



SEMrush SEO Toolkit Course



Attention to Detail



Advanced Social Media Strategy Training and Certification



Behavioral Event Interviewing



Ongoing Industrial Audiometric Technician



Mimic Pro Digital Marketing Simulation Certification



Gallup Clifton Strength Finder
Input, Analytical, Restorative, Ideation, Deliberative



Corporate Etiquette

Agency Management Experience

Creative Agencies



Media Agencies



Packaging Agencies



Delivered strong growth in a legacy brand, making it India's No.1 brand

///Saridon///

The complex world of headache, often accompanied by continuous throbbing and pain, can be unnerving and affect normal functioning of an otherwise healthy individual. Standing between these and a complete disruption of daily routine is a single tablet of Saridon®. The brand Saridon was introduced in 1933 by Roche in Switzerland. Today, it ranks as the undisputed No. 1 analgesic brand in India commanding 14% of the market*. Several studies for this brand have thrown up the unprecedented figure of 100% awareness in unaided recall. Saridon is sold over the counter through 8.25 lakh retail outlets.

Market

It is unlikely to find a person who at some point in life has not been struck by a headache. A headache can come in various guises. Its causes vary from heat to noise, sinusitis to tension, eye strain to sports/fitness and sometimes,

EVERY SECOND 31 TABLETS OF SARIDON ARE SOLD

in extreme cases, some very serious problems. Thankfully, most causes are benign and a tablet or a topical application will usually cure it.

Primary headaches are caused by stress and tension – most people have or will suffer this type. Primary headaches include headaches caused by unknown reasons such as stress, tension, heat, dehydration, simple cold etc. These headaches can be easily treated with OTC medications like Saridon.

Over the past 55 years, brand Saridon has been at the forefront of providing quick and effective relief to

primary headache sufferers. This association goes beyond a straight-forward solution, and now manifests as unshakable trust in one of

The Indian analgesic market in 2020 is expected to be US\$ 768.53 million. The market is projected to grow annually by CAGR 8.7% in 2020-2023. In comparison, the US market is expected to reach US\$ 5,745 million (Source: Statista.com)

Manufactured by Piramal Enterprises Limited, Saridon's current growth rate – now into double digits – is faster than that of the category. This simply means that Saridon is pulling in new consumers from across the country. The said growth is also being reflected in market research studies that are conducted by independent, autonomous bodies. Saridon, for instance, has consistently featured amongst the top ten over-the-counter (OTC) brands of The Economic Times surveys.

Achievements

Without doubt, Saridon is the No. 1 oral analgesic brand in the country, commanding 14% of the market*. In a market that has a plethora of options for the consumers to choose from, this is an extraordinary achievement. The key to its success has been the fact that it has always kept itself relevant, ensuring availability at outlets in the vicinity and of course, by providing quick relief.

Over the years, the brand has not just been a consistent performer in the market, but has made efforts at brand building and keeping itself relevant.

In 2012, Saridon opened a new front in media development by innovating Saridon Movie Reviews. In the following year, it won two Gold Emmys Media Awards for Best Media Strategy and Best Media – Innovation on Radio. 2014 saw it win Gold for Saridon Movie Review at the Golden Mikes Awards. In the same year, it was bestowed with Gold at the prestigious Radio Mirchi Awards. Saridon Movie Review, its radio innovation, was again in the news when it was declared the Gold winner at the Asian Customer Engagement Awards. Also in 2014, Saridon won the prestigious Economic Times Best Brands Award.

Despite these various innovations, one of the many elements that consumers from all walks and age groups still associate with is the Saridon jingle which has stayed the same all these years – Sif ek Saridon aur sardard se aaram.

Not surprisingly, the brand enjoys an unprecedented awareness level of nearly 100% and an equally healthy trial and retention ratio, which reaffirms the faith consumers have in the brand.

Today, this OTC drug is available across 8.25 lakh outlets comprising approximately 4 lakh in urban India and an equal number in rural markets (Source: A/C Nielsen Retail Audit Q2'2019).

History

Saridon was a product developed in 1933 by F. Hoffmann-La Roche in Switzerland. In 1969, 36 years after it was launched, Roche brought Saridon to India and continued to manufacture it until 1993 when, under a license agreement, the brand was transferred to the erstwhile Nicholas Piramal, now known as Piramal Enterprises Limited with it being a registered trademark of Bayer Consumer Care AG.

Product

Saridon is a combination containing 150 mg of propylphenazone, 250 mg of paracetamol and 50 mg of caffeine. These are the three active ingredients that work in sync to provide pain relief. It is the combined action of this triumvirate that helps Saridon live up to its promise – Sif ek Saridon aur sardard se aaram – just one tablet is enough.

The combination is designed to produce effective analgesia with quicker relief as compared to paracetamol, ibuprofen or aspirin alone. The mechanism of action for any analgesic is quite simple. A headache occurs due to minor physiological changes in the head or neck region. These changes initiate a relay of messages being passed via signalling molecules from the blood vessels or muscles to the pain receptors on the adjoining nerves to the brain. When the signalling molecule reaches the brain, the person complains of a headache.

One of the signalling molecules in the body, which leads to a headache is prostaglandin. So, if prostaglandin secretion is stopped, the pain signal would cease to exist. When an analgesic is consumed, the pain reliever works on the cells by inhibiting the secretion of prostaglandins.

events like Sisters Day, the brand creates a moment of relevance in the lives of its consumers.

Promotion

Saridon's core positioning of quick relief from headaches has never changed – or been challenged by market forces.

Mass media continues to play an active role in ensuring that the relevance of the brand is never lost. The results are positive. The brand continues to maintain a healthy growth rate in rural areas, while its competitors are on the decline. Saridon media campaign has been active across regional markets where consumers swear by the brand and its efficacy to provide relief from headaches. This has led to increased consumer demand visible through increased off-takes from retail shelves and growth in secondary sales.

Besides these, continuous focus on strengthening distribution by providing various inputs to engage stakeholders at a trade level has allowed the brand to grow significantly and become the top-seller in the analgesic market.

Brand Values

Saridon has always occupied the position of being the No. 1 headache specialist in consumer minds.

The promise of quick relief has been established through consistent communication – just one Saridon is enough. The jingle – Sif ek Saridon aur sardard se aaram, na rahe pida na rahe dard, bas ek, sif ek, sif ek Saridon – is now indelibly etched in the consumer minds.

effectively, shutting off the pain signal. In the race to quell the riot in the head, Saridon works most effectively.

Recent Developments

Nothing can be more disruptive to daily routine than a headache. The throbbing in the head can leave a person feeling completely distressed. Saridon responded to this widely experienced problem through an appropriate communication that emphasised how Saridon helps quickly bring people back to being their normal, happy selves.

Integrating the iconic jingle – Sif ek... creatively, Saridon has been active with topical content across platforms using the now ubiquitous social media.

With more than 3,000 followers, Saridon continues to engage with its audience on a regular basis. Be it posts wishing its fans on New Year, festivals like Holi or celebrating international

Things you didn't know about SARIDON

- 31 tablets of Saridon are sold every second
- Saridon was launched in Switzerland in 1933 by Hoffmann La Roche
- The iconic jingle – Sif ek Saridon aur sardard se aaram – was coined in the late 1960s-early 70s and was broadcast on All India Radio's Vividh Bharati channel in the programme – Saridon ke Saath which was compered by Amin Sayani. Incidentally, this was the first commercial sponsored programme broadcast on this channel
- Saridon Movie Review has won an award in Sri Lanka conducted by the Asian Customer Engagement Forum & Award
- The volume of Saridon strips sold in a month when vertically connected end-to-end will soar 324 times higher than Mount Everest

saridon.co.in



*Source: A/C Nielsen Database Q2'2019 of OTC Analgesics
*For dosage, other guidelines of preventing symptoms please consult your Physician

In 6 months, delivered growth to make Saridon India's No.1 brand ahead of GSKs Crocin (Panadol).

Focused on distribution and consumer integration to build the brand and make it an iconic brand in India.

Introduced Hot Wheels' first brand ambassador in India and developed a TVC to drive kids' engagement with the brand



<https://youtu.be/880Mv2AVSZU?si=s9ChpDKCgESNMnYj> 3.72 M views



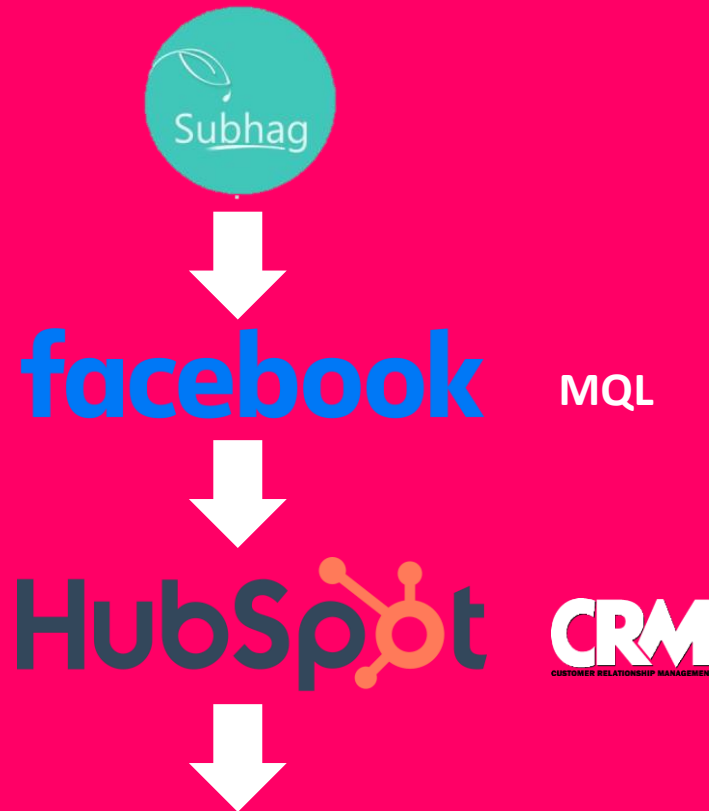
Brand achieved double digit growth with media and ground activation interventions.

Launched a B2C and D2C brand, IVAS, for Infra.Market

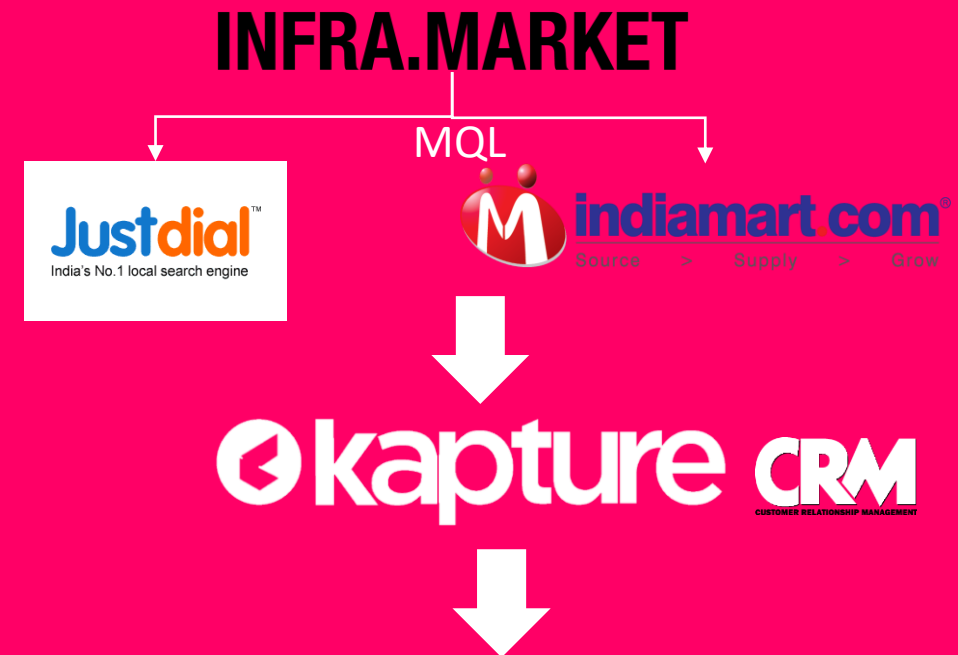


Formulated the complete GTM strategy from brand name finalization to logo design through research.
Onboarded two celebrities to endorse the IVAS range of products.

CRM management for HealthTech and Construction Solutions companies



Created a funnel from lead management to customer recruitment for home IUI.
20% conversion rate achieved in 1st Month



Lead management and customer recruitment for kitchen renovation
Reduction in response time by 50%

During the COVID-19 pandemic, launched brand LUPISAFE in a record of 25 days with a TVC and IPL association (NFL equivalent of India)



https://youtu.be/7KgFLuVRGel?si=uX50qV15euO_iviv
447 K Views



<https://www.youtube.com/watch?v=IixiLNgyY3Q&pp=ygUiYbHVwaXNhZmU%3D>
75K views



https://youtu.be/QtxL7vwWCSc?si=363dKn_7tIRxmuk9
294 K Views



<https://youtu.be/ZwSUGukle2Y?si=f0RH0XqitRUYDq>
1K 309 K views

During the COVID-19 pandemic, with limited resources and frequent lockdowns, built the brand, LUPISAFE, from scratch for personal hygiene.

Developed a range of products—sanitizers, alcohol wipes, spray and pocket sanitizers—by working at a record pace to deliver products supported by communication. Collaborated with IPL team CSK as “Official Hygiene Partners”

In a traditional market like India, broke the taboo and focused on intimate hygiene

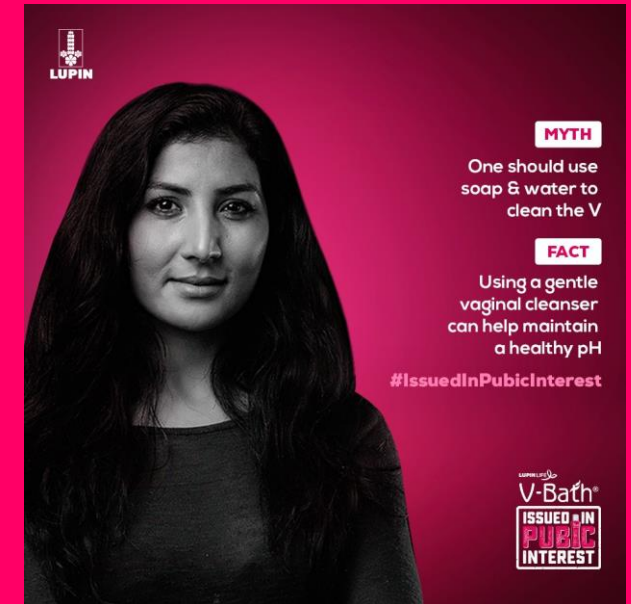


LUPIN

**STILL IGNORANT?
YOU MIGHT WANT TO
RECONSIDER**

Vaginal problems
affect the quality of life
of 45% of women.

V-Bath®
**ISSUED IN
PUBLIC
INTEREST**



LUPIN

MYTH
One should use
soap & water to
clean the V

FACT
Using a gentle
vaginal cleanser
can help maintain
a healthy pH

#IssuedInPublicInterest

V-Bath®
**ISSUED IN
PUBLIC
INTEREST**



LUPIN

MYTH
Discharge is
always unhealthy

FACT
Vaginal discharge is
a normal part of the
menstrual cycle and is
an essential secretion
to help keep your
vagina healthy and
can also aid fertility.

#IssuedInPublicInterest

V-Bath®
**ISSUED IN
PUBLIC
INTEREST**



Ignoring
your morning alarm is okay,
But ignoring
Intimate Hygiene is not.
#IssuedInPublicInterest



Ignoring a late reply
is okay,
but ignoring intimate hygiene
is not okay.
#IssuedInPublicInterest

divyaagarwal_official



Ignoring push notifications
on your phone is okay,
But ignoring Intimate
Hygiene is not okay.
#IssuedInPublicInterest

ahsaassy_



Ignoring battery warning
on your phone is okay,
But ignoring
Intimate Hygiene is not okay
#IssuedInPublicInterest

kishwersmerchantt

Insight driven brand positioning leading to product, packaging and communication changes



From an insight that antacids have a chalky flavour, developed a palatable flavour that resonates with the Indian culture. GTM strategy supported by changes to packaging, media and innovative marketing

https://youtu.be/R6lJ_7Zycjw?si=lcw5UmK9AtHVd1Ox

Building awareness of appetite loss among kids and focusing on a safe, natural product to build a good appetite

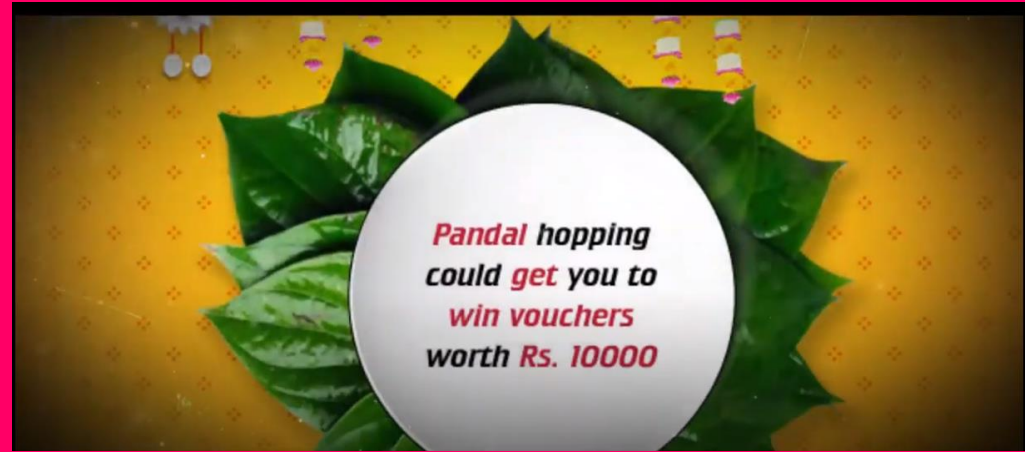


Conceptualized and developed a series of 8 videos featuring the product and recipes for mothers struggling to feed their children tasty and nutritious food.

Aptivate, a legacy brand for Lupin, grew by more than 40% YOY for two consecutive years.

<https://fb.watch/o6Rl39VnI4/>

For the first time in India, introduced an augmented reality game around a festival



<https://youtu.be/biN1NLg3wic?si=mSS6S3t-jPIRhPTTr>



**Global Innovation Award
Business Awards & Summit 2019 at Baku, Azerbaijan**



Built the relevance of the UNO card game in India with a local movie association and celebrated 40 years with a campaign



https://youtu.be/eMrLB_cG-aY?si=FYs_HTdNNRgG4RBH

Marketing events that helped build brand relevance with consumers



https://youtu.be/SwAhHwXbJdQ?si=U_UNzJDne7dzMUZu



Organized a complete fashion show to emphasize the importance of calcium supplements in building strong bones along with skin and hair.

<https://www.facebook.com/CorcalForBeauty/videos/2698492176933353/>



<https://youtu.be/ggOC-D7PrVo?si=aBWWzl9aG8o3jxv4>

Curated a dedicated show to build Infra.Market brand equity and build the credibility of the founders.

GTM Strategy: Developed a completely new line of kids products



<https://youtu.be/3P6guiSbxUg?si=T7VfRIC1ZabIUZGS>

<https://youtu.be/h6r5SqMotK8?si=wSkoPDd6PYJh3fPo>

Launched a complete range of perfumes for kids with a unique proposition on aromatherapy. Extend Jungle Magic the brand to mosquito bands and patches that was a completely new product for the market.

Few examples of content (insight to execution) created for building brands



<https://youtu.be/CKlpc2PsXk4?si=9lcySdpM5-wTAHgG>
1.2 M views



https://youtu.be/CE-9cSupFUE?si=X_eJQs2YQ5mr_da2
4.6 M Views



<https://youtu.be/ebYnNrlHmLI?si=LdCnAj-J881nGGga>
866K Views



<https://youtu.be/6leCWfTG9BY?si=WmQlTcxUNcT6WkHr>
1.3 M Views



<https://youtu.be/WP8KwwGmy90?si=OL3mQutWsXnPsFAX>
758 K Views



<https://youtu.be/gZIF1TpsOsA?si=qKRCbwNBXBfyXEnV>
1.2 M views

Consumerization of brands through packaging initiatives



Polycrol[®]
Xpress Relief



Aptivate[®]
ACTIVATES APPETITE NATURALLY



CALADRYL[®]
SKIN SOOTHING SOLUTION

Thank you for taking the time to understand my expertise.

Below are the areas of initiatives and my business acumen

- ✓ Consumer behavioral approach
- ✓ Communication strategy
- ✓ Brand building and brand key model
- ✓ Social media strategy and analysis
- ✓ Product placement and distribution analysis
- ✓ P&L management
- ✓ Cost analysis and optimization
- ✓ Growth marketing
- ✓ CRM efficiency
- ✓ NPD strategy and implementation
- ✓ Packaging gradation
- ✓ Project management
- ✓ Digital transformation (app development and tech integration)



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