

# Nihar Kala

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Address: C-15, Royal Orchid, Corporate Road, Prahladnagar, Ahmedabad.  
Marital Status: Married

## WORK EXPERIENCE:

Organization: **99acres.com** (A Div. of Info Edge India Limited)

Duration: October **2010 – till date**

Position: Associate Vice President – Corporate Sales.

Current Role: Gujarat Head (FY 2020-21 onwards)

The various facets of my role include:

- **Business Strategy**  
Planning and implementing business strategy for the year to achieve business goals. It includes sales forecasting and resource planning for both new and existing business. Strategy focus also incorporates client centricity and competition tracking.
- **Business Development**  
Acquiring new clients and generating relevant business opportunities to grow the share of new business revenue. This includes keeping a track on new project launches and campaigns. For existing business, maximizing client retention and upgrade with the help of exceptional service quality and client relationship management. Focus to upgrade clients through cross selling more products & services, asking for higher revenue over last year billing.
- **Performance Management**  
Performance analysis and action planning on multiple facets like Sales, competition tracking, productivity and client retention etc. Plan action to plug gaps in the past performance for attaining future business goals.
- **People Management and Training**  
Driving high performance culture in the team. Setting SMART objectives, upskilling and recognition; motivating and providing growth opportunity to the team members to meet their career aspirations. Impart training to new recruits & existing team. Conducting Brown Bag sessions, setting up contests with an objective to get best out of them.
- **Product Management**  
Generating new product ideas and sharing with the product team. Review feedback from team members, collecting insights from customers and providing market intelligence to product heads to drive overall product improvement.

Duration: Jan **2007 – Sep 2010**

Position: Manager – Corporate Sales, Jaipur. The various facets of my role include:

- **Setting Up Branch Operations**  
Leading a “start-up” phase by setting up the Jaipur Branch. Individual contributor for initial six months whereby I initiated prospective client mapping and building a client base, sales planning and forecasting, etc. Subsequently building a team underneath. Training and developing the team to achieve desired objectives and goals.

- **Business Development**

Acquiring new clients and generating relevant business opportunities to grow the share of new business revenue. Maximizing revenue from existing client base by cross selling and upgrading them.

After 3.5 years, I was given an opportunity for a bigger role. I was relocated to the Ahmedabad Branch in Oct'2010.

#### **KEY ACHIEVEMENTS:**

- Bagged "99 Knight Award" trophy for the best performing branch in Q4 performance in 2013-14.
- Bagged "League Award" for Q3 FY 2020-21 for outstanding contribution to the business.
- Attained annual sales growth of 81% in the FY 2013-14 over FY 2012-13, making Ahmedabad as the best performing branch across the country.
- Attained annual sales growth of 95% in the FY2011-12 over FY 2010-11, making Ahmedabad as the best performing branch across the country.
- Attained annual sales growth of 38% in the FY 2020-21 over FY 2019-20, making Gujarat as the best performing region across the country.
- Promoted seven times since January 2007.

Organization: **Dwarka Gems Ltd., Jaipur.**

Duration: **September 2006 to January 2007**

Position: **Manager – International Marketing.** The various facets of my role include:

- **Business Development**

Handling international client based out of Europe. Handled the branch operations from the company's office located in London. Acquired new clients in United Kingdom. Procured sales orders from clients and ensured timely delivery to the clients.

- **Sales Promotion**

Planning, exhibiting and representing the company in International Shows organized at different locations around the world and generating business prospects through them. As a member of the Advertising, Product Planning & Development Cell, planned and executed the organization's advertising strategies and planned product designing according to the demands of the different geographic locations of the world.

Organization: **Eros Jewelry, Jaipur**

Duration: **January 2005 to September 2006**

Position: **Marketing Representative.** The various facets of my role include:

- **Business Development**

Handling and developing dealer network of Northern India. Acquiring new client relationships in the area and adding them to the dealer network.

- **Client Servicing**

Provide exceptional service support to all the clients.

- **Event Management**

Planning and organizing exhibitions at various centers in the territory. Conduct exhibitions at major cities of Northern India. Attended India International Jewelry Show 2005 and 2006, held in Mumbai as an Exhibitor.

## EDUCATIONAL BACKGROUND:

- ❖ Masters of Business Administration (2002-2004) from Institute for Integrated Learning in Management. Specialization: Marketing
- ❖ B.Com from Rajasthan University, Jaipur (1999-2002).
- ❖ Online Course on "Leading Teams" from University of Michigan in 2017.
- ❖ Online Course on "How to maximize SALES: ecommerce, Direct Sales and Marketing" from Udemy in 2018.
- ❖ Completed online Training Program on "Digital Marketing Certified Associate" in 2019.
- ❖ Completed 5-Day online workshop on "Creating Effective Dashboards" from JS Academy in 2021.
- ❖ Online Course on "Work Smarter, Not Harder: Time Management for Personal and Professional Productivity" from Coursera in 2021.

## PROJECT UNDERTAKEN:

- **PEPSI** (Duration: 3 Months):  
Launched a scheme "Space Club 2000" for retailers of Jaipur in the year 2000. The objective of the scheme was to promote the brands of Pepsico.
- **MAHINDRA & MAHINDRA** (Duration: 1 Month):  
Sales Promotion of the brand "Bolero", in five major cities of Rajasthan in the year 2001. I was the member of the Event Planning team. Handled all kind of customer enquiries regarding the product **in the road shows**.

## INTERSHIPS:

Organization: **Colgate Palmolive India Limited.**

Duration: **September 2004 to December 2004**

Profile: As Trainee Sales Officer (Sept'04 to Dec'04), I worked through different roles, **like Salesman, Pilot Sales Representative, Sales Territory Supervisor.**

## INTERESTS:

Playing Lawn Tennis

## REFERENCES:

Abhishek Ajmera Head – Sales & Partnerships UNext Learning Bangalore Mobile: +91-9560194567
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