



11+ Years' Experience

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|-------------------------------|--|
| Retail Marketing | Budget Management |
| POSM / SIS Procurement | Brand Store Management |
| Product Launch | Visual Merchandising |
| Vendor Management | Branding, Visibility & Innovation |
| ATL/BTL Activities | Campaign Management |

Career Timeline



Professional Experience

HAVELLS INDIA LTD
Regional Marcom Head – West India
Branch Marcom – Punjab

June 2018 – Oct 2021
April 2016 – June 2018

- Region Demographics;**
 - West Region – MP, CG, Gujarat, Mumbai, Goa & Rest of Maharashtra.
 - Handling a Team of 8 on Roll Branch Marcom of 10 Branches.
 - Overall Budget Management – 70 million +
 - Vendor Base – 100+
 - Brand Stores – 120+
- Marketing Strategy Development**
 - Identification of slow-moving product in potential market
 - Formulate an overall marketing strategy for the region in order to increase the trading density and maximize revenues
 - Development of GTM Strategy keeping in mind various aspects & demographics.
 - Competition Tracking
 - Coordinate with Product Teams & Various stake holders for Product promotion
 - Assessing Need for New Brand Stores – Towns, Locality, Count, ROI & Planning for its VM.
- Annual Marketing Calendar & Budget Management**
 - Develop Monthly, Quarterly & Annual Marcom Calendar for the region Defining Objective & Demographics of the Region / Branches, Expected revenue with Spends projections.
 - Base of Calendar – Yearly ATL Plan, Regional Festivals, Seasonal Focused Product, Scheduled New product Launches.
 - Planning with Creative & Digital Teams as per Scheduled activities for Better Localized Connect.
 - Yearly, Quarterly & Monthly provisioning of Funds based as Per Marketing Calendar.

- Monitor Effective & Smart Spends in order to utilize available resources to the fullest.
- **Vendor Base**
 - Timely Review and Modification of Vendor Base as per requirement.
 - Regular Connect with Vendors of Region to understand market synario, Competition Working, New Branding & POSM Information introduced in market.
 - Joint working to roll out new Branding Elements & Execution Ideas.
- **POSM Management**
 - Development of New POSM as per product Requirements.
 - Plan to get maximum benefit using limited space available at shop front.
 - Ensure effective communication out of POSM planned for market.
- **Product Launches & Campaign Management**
 - Planning for Pre & Post Product Launch Activities.
 - Media / Activities Planning based on Product Demographics & Audience.
 - Ensure High Frequency Launch within Planned Expenses.
 - Modification of Post Launch Activities based on Feedback
- **BTL , Retail Branding & innovation**
 - Ensuring Brand Visibility & Communication using modes in-shop & Out shop branding Elements, FM Channels, OOH, print ads, RWA, Road Shows etc
 - Designing & Executing BTL Activities to Communicate Brand & product Objective to designated Audience.
 - Exploring New Ways of Brand Visibility for better connect with Customers & Communication.
- **Internal & External Events**
 - Planning & execution of Activity Associations / Seminars / Exhibitions participations.
 - Trade Engagement – Channel Partners Meet / Product launches / Departmental Meets
 - Organize in-house Seminars / Workshops / Training Sessions for influencers
- **Shop in shop & Brand Stores**
 - Annual Activity Planning of Existing Brand Stores in order to ensure regular walk-in & Connect
 - Co-ordinate with vendors on Designing Concepts of New Brand Stores and Elements to be used for Better & Easy Connect with walk-ins.
 - Co-ordinating with Agencies & Dealers which includes Civil Work, Design, Execution & VM
 - Design & Source Fixtures based in Available space & Nature of product.
 - Ensure high utility and Visibility of Planned Fixtures.
- **Brand Management**
 - Implement Brand Identity guidelines internally and externally and monitoring adherence
 - Adopt Various Methods of Promotion to build Brand Image
 - Implement Brand Development initiatives in BTL complimenting to ATL Campaigns
 - Ensuring Strong Brand Message & Consistent across all channels
- **Others**
 - Joint working with Agencies / Teams for Creative Development
 - Visual Merchandising – Design & implementation
 - Audits for MOP Check & Control

 **SONY INDIA PVT LTD**
Trade Marketing Incharge – Punjab

Duration – 25 Months
Dec 2013 – Jan 2016

 **BERGER PAINTS INDIA LTD**
Business Development Officer - Rajasthan

Duration – 22 Months
Feb 2012 – Dec 2013



Awards & Recognitions

- Berger Paints – Appreciated for Best BD performance in Entire India 2013
- SONY – Awarded Employee of Month - May 2015
- Havells – Appreciated for Best “Personal Grooming Range Valentines Activation” in Mumbai & Gujarat – Feb 2018
- Havells – Appreciated innovative approach during LanbaugCha Raja / Ganpati Mumbai Activation – Sep 2018
- Havells – Appreciated for High Index Visibility During Gujarat Navratri Activation – Oct 2018

Academic Details

- MBA in Marketing & Finance (Dual Specialization) from IBS Nagpur - 2010
- B.COM from Govt Commerce College (University of Kota) – 2008
- HSC from Saint John’s School, Kota (Rajasthan) – 2005
- SSC from Saint John’s School, Kota (Rajasthan) - 2003

Additional Courses:

- Certified in Google Ad words Fundamentals – 2016 & 2019.
- Certified in Google Search Advertising – 2017
- Done CCA from Plexus Institute of Technology – SMU affiliated.
- Comfortable with Windows XP/Vista/7/8/10
- Knowledge & Working on SAP
- Comfortable with MS Office (PowerPoint, Excel, Word), PageMaker, Coral Draw

Personal Details

Date of Birth:	08 Dec 1986
Place of Birth:	Kota – Rajasthan
Marital Status:	Married
Languages Known:	Hindi, English, Punjabi
Current Address & Town:	A6/43, Goyal Intercity, Drive Inn Road, Thaltej, Ahmedabad
Permanent Address & Town:	opp Shiv Kunj Hotel, Station Road, Kota (RJ)
Father:	Mr. Arun Kharbanda (Retd Central Govt
Mother:	Mrs. Veena Kharbanda (Retd State Govt Employee)



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