

# Nalin Bhuraria

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*Seasoned eCommerce professional with 17 years of experience with leading Indian & global internet companies such as Infoedge, Yatra, Expedia & Renewbuy. MBA from Indian School of Business (FT Top 20 Globally); I have handled roles ranging from Business Conceptualization, Product Management, Business Strategy, Web Development, Sales management, Online Marketing, Offline Sales and P&L Management.*

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## **HOLIDAYPLANNERS.AI**

April, 2024 to March, 2025

**Gurugram, India**

### **Co-Founder & CMO – eCommerce**

- An AI based Holiday Customization Platform to design & sell holiday packages online
- End to end product development - UI/UX, API Integrations and eCommerce Capability
- Bootstrapped the Venture to a 2 MN ARR within 6 months of Go-to-Market

## **BITS & BYTES SOFT (P) LIMITED**

October, 2023 to March, 2024

**Gurugram, India**

### **Consultant CMO – PART TIME**

- Bits & Bytes is a leading supplier of IoT Devices to top OEMs in the EV Industry in India
- I built the eCommerce division for the company and optimized the conversion at a healthy 2%+
- Manage Strategy, Digital Marketing, Call Centre Operations, Business Analytics and Marketplaces

## **BLS GROUP**

**New Delhi, India**

September, 2022 to August, 2023

### **CEO & CMO – eVisa Business**

- BLS Group is a Billion Dollar Visa Conglomerate with operations across 60 Global markets.
- Build & manage a global online platform for Visa applications for direct consumers & affiliates
- Manage all facets of the business from Product development, SEO Strategy, Digital Marketing, Alliances, Business Analytics and P&L Management

## **HOLIDAYREWARDZ.COM**

February, 2020 to August, 2022

**Gurugram, India**

### **Co-founder & Chief Marketing Officer**

- Product Management a large digital platform in Travel Space spanning 9 Million Pages, Automated Lead Management System, Auto Debit mechanism & Complex analytical dashboards.
- Managed the SEO to build the organic traffic on the site from 0 to 0.5 Mn Visitors in covid years.
- Implemented & optimized over 500 Video Campaigns across social media & Native Channels

## **TRAVASSURED.COM**

April, 2017 to December, 2019

**Gurugram, India**

### **Business Head**

- Build a Travel Concierge Vertical for India's leading Insure tech company – Renewbuy.com
- Conceptualization to launch to GTM – completed the entire project cycle within 11 months

**YATRA ONLINE (P) LIMITED**

April, 2014 to December, 2016

Gurugram, India

**Vice President – Direct Sales, Retail & B2B Channels**

- Set up the direct sales channel of Yatra Holiday Advisors from scratch and built it into a 60 crore business with complete P&L responsibility overseeing a team of 110+
- Worked closely with the online marketing team to optimize the online spends across Google & Social Media Channels with a reduction in the cost of acquisition by upto 60%

**AIR ASIA EXPEDIA PTE LTD (JV of AA & Expedia Inc.)**

December, 2012 till March, 2014

Gurugram, India

**Head – Retail & New Channel Development**

- Conceptualized, piloted and launched a unique direct sales distribution channel for Expedia called the 'Expedia Holiday Expert Program' - a home based agents channel
  - Managed the online demand and supply of hotels on the Expedia India point of sale
  - Optimized conversion from a meagre 1.4% to 3% on hotels and 5% to 7% on domestic flights
- March 2011 - December, 2012

**Retail Head**

- Manage the retail of Hotel and Flight LoBs on the Expedia India Point of Sale
- Provide analytical support to all marketing heads to fine tune campaigns and maximize revenue

**INFOEDGE INDIA LIMITED (India's largest home grown Internet Group)**

May 2008 – February, 2011

Noida, India

**Head of Sales – Shiksha & Jeevansathi**

- Head of business development for [www.shiksha.com](http://www.shiksha.com) ; a first of its kind educational portal
- Grew the business from scratch to a 30 crore revenue model within 2.5 years of launch
- Additional responsibility to manage the online & offline sales channels for **Jeevansathi.com**

**ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**

April 2006- March 2007

Mumbai, India

**Manager - Corporate Channel Development Team**

- 📁 Co-designed & implemented national level programs for **channel development**, leading to a record recruitment figure of 200,000 advisors for the company Pan – India.
- 🏆 Won “**Prudential - India Star Club**” award for outstanding performance in Channel Development

**RBC LIFE INSURANCE COMPANY (Insurance arm of Royal Bank)**

March 2005 – February 2006

Vancouver, Canada

**Business Development Associate**

- Amongst the top sellers of insurance and segregated funds in the Asian markets in Canada.
- Cleared the prestigious LLQP Financial Advisor Provincial Exam with distinction

**ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED**

April 2004 – December 2004

Gujarat, India

**Project Manager**

- 📁 Headed the sales division of corporate insurance policies in the corporate space across West India.
- Ranked first in the ‘**Fast Trax**’ Qualification Program of the company out of 35 sales managers.

April 2002 – March 2004

**Agency Manager**

- Conceptualized a new approach to sell Keyman Insurance Plans leading to accelerated promotion
- Amongst the top 10% achievers on key parameters such as premium collection & Activation of agents

## **Education**

### **INDIAN SCHOOL OF BUSINESS**

MBA in Strategic Marketing & Analytical Finance  
April, 07 - March, 08

**Hyderabad, India**

### **INTERNATIONAL INSTITUTE OF FINANCE**

Life Licensing Qualification Program (*Insurance & Segregated Funds*)  
March, 2005

**Vancouver, Canada**

### **MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**

Bachelors of Commerce (*Accountancy & Finance*)  
April, 93 - June, 96

**Baroda, India**