

RAJIV KOHLI

Independent Director/Business Head



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Profile Summary

A Business Leader having 28 years of experience with highly accomplished track record of achieving revenue, profit, and business growth objectives by managing very large teams in complex, competitive and rapidly changing B2B and B2C environments in array of industries (Print Media, EdTech, Consumer Durables, Telecom, Cable TV & Broadband, Health-Tech, FMCG/Wellness)

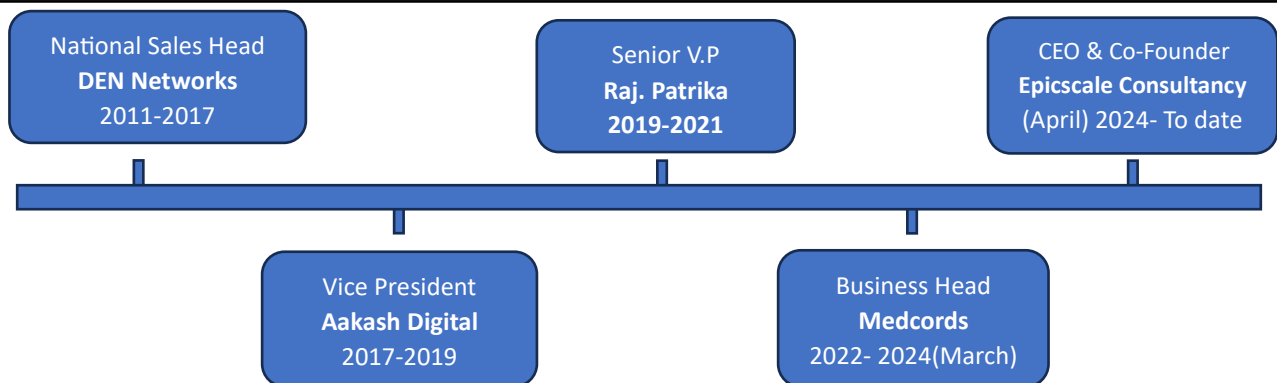
Academic Details

- ◆ B.Sc.-Delhi University, Jul'95
- ◆ P.G.D.B.M. (Marketing)-I.M.T. Ghaziabad, Dec'99

Certification

- ◆ Certified Independent Director from Indian Institute of Corporate Affairs, December'24
- ◆ Digital Marketing Strategy from Banaras Hindu University, November'24
- ◆ Brand Management from IIT Kanpur, October'24
- ◆ Leadership for India Inc: Practical Concepts and Constructs-I.I.T. Madras, May'24
- ◆ New Age Business Models-Indian Institute of Management, Bengaluru, May'24
- ◆ Strategic Management-Indian Institute of Management, Bengaluru, May'24
- ◆ Innovation & Startup Policy-Indian Institute of Management, Bengaluru, May'24

Career Timeline (Recent 5)



Core Competencies

- ◆ Strategic Business Planning Driving Revenue Growth
- ◆ Business Development and Partnerships
- ◆ Market Expansion and Competitive Positioning
- ◆ Cross Departmental Leadership
- ◆ Financial Oversight and Profitability
- ◆ Risk Management and Adaptability
- ◆ Data Driven Decision Making

Notable Accomplishments

Epicscale Consultancy, CEO & Co-Founder (April'24-To Date)

Key Clients:

- ◆ [Careerwill](#) (India's most loved Govt. Exam & School Prep platform)- Assisting them in PAN India scale-up of their Digital Library Learning Centers as well as driving the subscription of their learning app
- ◆ [CPS Olympiads Foundation](#)-Assisting them in School partnerships in North India for their enrolments in annual Olympiads scholarships
- ◆ [Swank Infytech](#) Pvt. Ltd.- Assisting them in School partnerships for their C.R.M. applications

	<p>Medcords Healthcare (Chemist S.A.A.S Platform), Delhi-Business Head (April'22-March'24)</p> <ul style="list-style-type: none"> ◆ Achieved 100 crore G.M.V. A.R.R. (10x Growth) ◆ Driving topline growth of multiple FMCG wellness brands like: Mojocare, Clensta, Mamaearth, Vagad Khadi, Lemmebe, GHC, BeatO in offline channels ◆ Significantly reduced burn from 92 Lacs per month to 10 Lacs per month ◆ Successfully lead field sales & Call Centre team to 5X revenues via Chemist SaaS offerings, Brand sales revenues vs their fixed cost within 6 months of joining the organization ◆ Co-created outsourced omni channel GTM platform for new age D2C companies for E2E ownership of revenue delivery within predefined budgets <p>Rajasthan Patrika, Jaipur-Senior Vice President, Circulation (Sep'19-May'21)</p> <ul style="list-style-type: none"> ◆ Revenue bounce back to pre-COVID levels ahead of competition (Annually 114 crores lead by remapping of TG wise content & design offering during lockdown period thereby leading to 50% subscription revenue growth despite reduced subscriber base in urban markets due to shift to digital for their daily mode of news consumption) ◆ Successfully lead drive to reduce trade commission budgets 5 crores annually via enablement of direct commission credit to hawkers in their bank accounts ◆ Lead design & execution of Motivational Webinar of 5K channel partners & 300 sales force team members on "Winning Back Consumers Trust & Showcasing Power of Journalism During Peak Pandemic Period " <p>Aakash Educational Services Limited, Delhi-Vice President Aakash Digital (April'17-Aug'19)</p> <ul style="list-style-type: none"> ◆ Robust revenue growth from 17 Crore per annum in FY16-17 to 50 Crore in FY 18-19 (EBIDTA margins at 23%) ◆ Authored & successfully implemented omni channel GTM strategy of Digital edtech products line in B2C, B2B2C & B2B verticals PAN India ◆ Lead successful implementation of field sales-call center hybrid channel for conversion of field sales team lead which could not be converted by them alone ◆ Lead revamp of product & channel road map for Aakash Digital Business to derive revenue Acceleration across channels and products line ◆ Orchestrated profitable channel partner model - An Industry First in Digital Ed Tech space in India- An indirect model built on the philosophy of leveraging local coaching institutes to set-up e classroom for delivering NEET & JEE coaching to aspirants who could not afford physical coaching on revenue share model <p>Den Networks Limited, (A.V.P.) DEN Broadband (Sep'11-April'17)</p> <ul style="list-style-type: none"> ◆ Achieved 100 crores annual revenue with EBIDTA break even with in flat 30 months of launch. ◆ Acquired market leadership in ISP space with share of gross ads at 25% thereby beating Airtel ISP during 2015-2016 FY ◆ Led B2C sales force of 1000 in the country for deployment of Digital Set top boxes in the country during DAS implementation phase ◆ Managed Customer Experience vertical in DEN from 2013-2014
Previous Experience	<ul style="list-style-type: none"> ◆ Jan'10 to Sep'11: Tata Docomo, Delhi as Regional Distribution Head ◆ Oct'07 to Jan'10: Reliance Communication, Nagpur as Cluster Head ◆ Nov'05 to Oct'07: Airtel Broadband & Wireline Services, Jaipur as Sales Manager ◆ Oct'02 to Oct'05: Reliance Infocomm, Delhi as Cluster Post Paid Lead ◆ Feb'99 to Oct'02: Titan Industries Limited, Jaipur & Delhi as Sales Executive
Personal Details	<ul style="list-style-type: none"> ◆ Date of Birth: 14th July 1974 ◆ Current Location : Noida