

Rajeev Balwani



A dynamic convincer with excellent communication & leadership skills; proven record of achievement in conceiving & implementing ideas that have fueled market presence and driven revenue; targeting senior level assignments as Business/Channel Head with an organization of repute

Location Preference: Remote(M.P)/Delhi

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Key Skills

Retail/Ecommerce/Start-up

Strategy/P&L Management/Sales

Operations/Supply Chain

Franchisee/Channel Management

Top & Bottom-line Growth

Key Account Management

Stakeholder Engagement

Strategic Alliances & Partnerships

Team Building & Leadership



Profile Summary

- ❑ A strong visionary with verifiable year-after-year success in achieving revenue, exploring potential business avenues, managing marketing & sales operations for achieving the business targets; initiating market development efforts and increasing business growth
- ❑ Leveraged analytical skills in investment estimation, risk assessment, projecting P&L and cash flow of business over long-term, deriving returns under various financing options thereby leading to high ROI
- ❑ Strong Channel Manager with contribution in defining and setting up channel program and infrastructure; established dealer growth models to frame-dealer and network performance targets
- ❑ Expert Key Account Manager: Established long lasting relationships with key accounts; handled customer complaints, made short-term and long-term plans to ensure maximum customer satisfaction
- ❑ Drove sales by appointing Franchisee **in exclusive retail outlets**; set targets and conducted joint business reviews with dealers to achieve agreed sales volumes
- ❑ Fusing entrepreneurial drive & vision to identify organizational strength/weaknesses to redirect missions, create new markets & harvest untapped business opportunities
- ❑ **Excellent people manager** with proven track record of mentoring the teams with **over 300 member** towards performance enhancement and career growth



Career Timeline



May '12-July '14



Aug '14 – Feb '16

Feb '16 – Aug '21

Aug '21 - Aug '23



Cofounder - Zenlor



Education

- ❑ PGDM from IIM, Calcutta in 2012 with 5.47/9 CGPA
- ❑ B.Tech. (ECE) from National Institute of Technology (NIT), Bhopal in 2008 with 8.11/10 CGPA



Work Experience

Aug' 21– Aug' 23 with Zenlor Technologies Pvt Ltd, as Cofounder & CEO

- ❑ Zenlor: SAAS Enabled Marketplace for Fashion Industry

- ❑ MVP (SAAS-Factory OS): Web app that offers real time material visibility & helps in inventory management. Factory Floor App for production management
- ❑ Worked on end-to-end GTM strategy post validating the problem. Build MVP along with 2 Cofounders. Scaled it to 5 factories.

Oct'19- Aug'21 with Aditya Birla Fashion and Retail Ltd., as Channel Head- Ecommerce & Digital (Van Heusen)

Key Result Areas:

- ❑ PNL Accountability for the Channel –B2B; Marketplace & Website/App: Managing business worth **INR 180 crs (GMV) annually through a team of 3 people**
- ❑ Conceptualizing & implementing strategies for growing new business, utilizing potential of existing categories and steering the business opportunities with channel partners
- ❑ Establishing productive, professional relationships with channel partners & internal stakeholders to achieve business objectives
- ❑ Marketing: Plan & execute marketing activities along with channel partners & internal marketing team to achieve the brand visibility, acquire new customers & thus maintain the desired ROI
- ❑ Demand Planning & Inventory Management: Responsible for Product planning; right merchandise assortment & replenishment

Highlights:

- ❑ Scaled the business from INR 55 cr (FY 20- GMV) to 150 cr (FY 22 – GMV)
- ❑ Scaled the Website/App business from INR 2.5 cr (FY 20- GMV) to 10 cr (FY 22 – GMV)
- ❑ Launched Exclusive SMU lines and Online only Brand (Van Heusen Academy). Scaled the Brand to 40 lacs monthly GMV within 6 months of launch

Mar '16 – Sep'19 with Aditya Birla Fashion & Retail Ltd, as Business Head (EBO – North)

Key Result Areas:

- ❑ Achieving the specified targets for various lines of businesses and increasing market penetration
- ❑ Spearheading a team of 4 Area Retail Managers; 70 Store Managers; 350 + front-end staff; 3 Visual Merchandisers with Annual Turnover of INR 200 Cr + for Van Heusen North (Delhi-NCR; Punjab; UP; UK; Rajasthan; Jammu) - 70 stores with complete P&L responsibility for the region
- ❑ Conceptualizing & implementing strategies for acquiring business, utilizing potential of existing & new stores and steering the business opportunities with channel partners
- ❑ Establishing productive, professional relationships with teams in assigned outlets and meeting assigned sales targets & objectives
- ❑ Designing, planning & executing BTL activities such as in-shop promotions, channel engagement programs and so on; enabling distribution efforts translate into higher sales and consumer base

Highlights:

- ❑ Turned around the region by considerable improvement in Top Line & operational efficiency; delivered FY'20 (YTD Oct): 102% Budget Achievement & 15% L2L; FY '19: 15% L2L & 103% Budget Achievement; FY '18: 103% Budget Achievement & 8% L2L-15% Overall growth; FY'17:95%Budget Achievement (6% Growth) Cost savings: 5% addition to profitability (Added 2 cr. plus to bottom line through cost saving initiatives)
- ❑ People Development: 10+ Store Managers promoted to higher job bands & moved to different functions (Area Manager/HR/Training); 3 Area Managers promoted to Regional Manager
- ❑ Improved CRM up to 85% leading to increase in 15% repeat business YOY
- ❑ Appointed & opened 15 Franchisee stores in the North region, including inter-alia selection of sites, negotiations with prospective franchisees, ROI computations, shipment of products & store setting
- ❑ Rated ***Significantly Outperformed*** – Highest Rating during the FY'19 appraisals

Aug'14-Feb'16 with Samsung India Electronics Ltd., Kolkata as Area Business Manager (MBO)

Deputations:

Aug'14-Sep'15: Key Account Manager: Retail Sales, Multiple Brand Outlets (Ezone/TMS/Spice/Mobility World) -Kolkata City
Oct '15 - Feb'16: Key Account Manager Retail Sales, Multiple Brand Outlets (Reliance Digital) -West Bengal

Key Result Areas:

As Key Account Manager: Retail Sales, Multiple Brand Outlets

- ❑ Build strong, influential & collaborative relationship with the state & cluster heads; stores; merchandising & regional marketing team
- ❑ Led the execution of BTL activities; thus ensuring maximum visibility in each outlet
- ❑ Regulated enhancement of Samsung Experience Zones and shared zones; Volume and Value Shares; Stock Availability (Retail Sell Out Index) at each outlet

As Key Account Manager: Retail Sales, Multiple Brand Outlets (Reliance Digital)-West Bengal:

- ❑ Channel Management: Managing business worth **INR 8 Cr monthly for Reliance Digital-80 stores for West Bengal**
- ❑ Team Management: drove sell out of Handsets through the team of 62 (2 TL's; 60 SEC's)

As Key Account Manager: Retail Sales, Multiple Brand Outlets (Ezone/TMS/Spice/Mobility World)-Kolkata City:

- ❑ Channel Management: Managing business worth **INR 5 Cr monthly for the Multi Brand Outlets-Ezone; Spice; TMS; Mobility World (National Chains) - 60 stores**
- ❑ Team Management: drove sell out of Handsets through the team of 50 (1 APM; 2 TL's; 47 SEC's)

Highlights:

- ❑ Awarded Business Performance Award Q4 '2014 for achieving the highest Sell-Out Index (SOI) Nationally
- ❑ Consistently Among Top 5 ABM's nationally in all the business parameters (Value; Focus Models & SOI Achievement)

May'12-July'14 with Raymond Ltd as Deputy Manager**Deputations:**

May'14- Jul'14: Area Sales Manager: West Bengal (40% of the region) & Orissa

May'13-Apr'14: Area Sales Manager: North East, North Bengal & Orissa

May'12- Apr'13: Senior Management Trainee / Executive Assistant to CFO

Key Result Areas:**As Area Sales Manager (Trade)**

- ❑ Steered primary sales of Suiting, Combo Packs, Blankets, Ethnic Wear through the Agent team of 5
- ❑ Ensured timely collection of payments, monitoring of claims & overdue & implementing trade promotional & visual merchandising activities for the Area
- ❑ Improved the market share through appointment of new authorized dealers & higher shelf space

Highlights:**As Area Sales Manager: West Bengal (40% of the region) & Orissa:**

- ❑ Channel Management: Managed business worth Annual Turnover of INR 60 Cr for "The Raymond Shop" franchisee outlets – 42 stores, the Multi Brand Outlets- 40 stores & Wholesalers
- ❑ Awarded Dream Team ASM award for achieving highest growth for Exotic Summer Collection '14

As Area Sales Manager: North East, North Bengal & Orissa

- ❑ Channel Management: Managed business worth Annual Turnover of INR 23 Cr for "The Raymond Shop" franchisee outlets – 32 stores & the Multi Brand Outlets- 85 store
- ❑ Achieved 5% increase in revenue & 30% reduction in receivable days (FY 13-14)

Highlights (Senior Management Trainee):**At Corporate Finance:**

- ❑ Created integrated MIS for the Raymond group companies with Annual Turnover 4000 Crs
- ❑ Prepared & Analyzed monthly, quarterly & annual financial reports for the Group companies
- ❑ Worked on Board of Directors & Annual Corporate Presentation for FY 13
- ❑ Was Offered a Permanent role of EA by CFO because of exceptional performance

At Textiles- Manufacturing:

- ❑ Worked on improving operational efficiency of the textile manufacturing plant, Vapi (Gujarat)
- ❑ Recommended annual savings worth 1.8 Mn in operational costs & 8% reduction in manufacturing lead time

At Auto Component- Research & Strategy:

- ❑ Assessed market potential for starter ring gear and Flex-Plate globally
- ❑ Recommended countries & vehicle segments to focus on in order to achieve higher market share; Created database of potential customers

Internship

Apr'11- Jun'11 with ITC Ltd., Kolkata as Intern Marketing**Highlights:**

- ❑ Devised the market growth strategy for ITC's Fiam Di Wills Shower Gels for the financial year 2011-12
- ❑ Conducted research interviewing consumers, engaged in immersions & FGD's to derive critical consumer insights
- ❑ Identified key value propositions for FDW Shower Gels proposing new product imagery & communication strategy
- ❑ Appreciated by Marketing Head, Personal Care Division for the feasible recommendations

Previous Experience

Jun'08-May'10 with Accenture Services Pvt. Ltd., Chennai as Senior Programmer**Highlights:**

- ❑ Offshore-Coordinator: Led team of 6 operating as a single point of contact between onshore & offshore

- Liaised with client & onsite leads in USA & Mexico to develop & review testing strategy
- Letter of Appreciation from the client & onsite lead for Quality Assurance Effort
- Certificate of Appreciation (given to Top 5%) & 4 internal recognitions for long lasting contribution
- 'Exceeded expectation'(Top 5% rating) in appraisal in 5 out of 7 performance areas

Extracurricular Activities

Overall Coordinator Golden Jubilee IIM Calcutta, '11

- Led a team of 50 students to conduct " Sustainability Summit ", an INR 3 mn event hosting eminent personalities including Dr Abdul Kalam & Mr Jamshyd Godrej
- Facilitated partnership with Ernst & Young, Radio Mirchi and E-Sparsha for the summit
- Organized "Cultural Night" featuring Pt. Vishwa Mohan Bhatt(Grammy Award Winner), budget 1mn
- Coordinated 4 events with 300+ participants including Footer Marathon (Limca book of records entry)

Placements IIM Calcutta

CORE MEMBER, Controls: Recruited, trained & led a 23 member team for Finals & Summers

- Responsible for coordinating over 3000 interviews & GD's of 750 students with 200+ firms
- Served as the liaison between placements team & 32 member Controls team

INTAGLIO '12 IIM Calcutta

CORPORATE RELATIONS: Secured partnership with Emergent Ventures (EVI) for the event

- Responsible for 2 Keynote Speakers including Dr. Shashi Tharoor & Mr. Prakash Jha

NIT Bhopal

Executive Member Ripple'05-National level Literary Fest, NIT Bhopal

- Raised sponsorship of INR 35000; managed event logistics as part of Hospitality Team

Academic Achievement

- CAT '09: Scored 99.79 percentile out of 241000; 98+ percentile in all three sections
- Attained:
 - o 12/103 rank in B.Tech.
 - o 1st position, Unilever Unplugged: Devised promotion strategy for Lifebuoy Hand wash & Sanitizers (IIM-C)
 - o All Round Proficiency Award in Academic & Co-Curricular activities in high school
 - o Best Mathematics Student in high school
- District Level 3rd in Talent Search Examination conducted by MBD publication '00-'01
- Campus Finalist, Mahindra War Room '11: Amongst the top 5 shortlisted for final round of presentation

Personal Details

Date of Birth : 9th August 1985

Languages Known: English and Hindi

Current Address : Bhopal (M.P)

