



## ARUN KUMAR L K

Hyderabad, India

### CONTACT

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### PROFESSIONAL STATUS

- Available
- Seeking the next exciting challenge

### PERSONAL SPECIFICS

- † Age: 54 years old
- † Married

### ACADEMIA

- 🎓 Master Business Administration (MBA) – Marketing  
Osmania University, India
- 🎓 Bachelor of Commerce (B.Com) Osmania University, India

### LEADERSHIP PROGRAM

- 🎓 Inseed – Jan 2006 to April 2006

### INTEREST

- ✉ Travel
- ✉ Social Networking
- ✉ Reading
- ✉ Time with family and friends

### INTERNATIONAL ASSIGNMENTS

Africa, Middle East and South Asian Countries

### LANGUAGES

English, Hindi, Urdu, Telugu (native)  
Swahili and Arabic (learner)

### SEMINARS / CONFERENCES ATTENDED

FMCG, Food, Agri Business, Franchising, Retailing, International Festivals and Expos – Bangkok, China, Dubai, France, Hong-Kong, India, Oman, Qatar, Sri Lanka and Singapore

- ACCOUNTABILITY
- PERFORMANCE
- CREATIVITY
- RESULTS

## SENIOR MANAGEMENT EXECUTIVE

*Innovating and Transforming Companies into Market Leaders with Rational Personality*

**BUSINESS DEVELOPMENT | STRATEGIC PLANNING & EXECUTION | START-UPS | TURN AROUND | MARKET RISK ANALYSIS | INTERNATIONAL OPERATIONS |**

**Passionate Senior Executive (C-level) with more than 28+ years' of achievement fueling next-level operations in multi-industry environments with up to \$400M in revenue.**

**Experience in Branded Agro Commodities, FMCG, Food and Beverages, Water Bottling, Edible Oils, Dairy Products, Fresh Food, Frozen Food, Home Care, Personal Care, Detergents, Soaps, Poultry, Sea Food, Hotels, Resorts, Restaurants, Catering and Property Management.**

**Experience in Manufacturing, Trading, General Trade, Modern Trade, B2B, B2C, Franchise, Retail E-Commerce, International Trade in India, Africa, Middle East and South Asian Countries. Worked and Travelled 17 international locations Lived in 8 countries and conducted business in 6 languages on 2 continents.**

**Associated MNC Companies like Hindustan Unilever, Nestle, Kellogg's, Henkel and Bidco etc...**

### CORE COMPETENCIES

- |   |                             |
|---|-----------------------------|
| • Mission/Vision/ Strategy                            | Strategic Business Planning |
| • Organizational design and People Coaching           | Idea-Led Thinking           |
| • Profit Centre Operations                            | Executive leadership        |
| • Change and Transforming Management                  | Budget & Forecasting        |
| • Fiscal & Cash Flow Management                       | P&L Management              |
| • Fund Raising/Import Policies                        | New Business Development    |
| • Sales/ Marketing/Brand / Channel Management         | Roll Out and New Initiative |
| • B2B Prospecting and Closing                         | Franchising & JV management |
| • Strategic Alliances & Partnering                    | Acquisition Strategy        |
| • Cross-Function Teaming/Cross-Cultural Communication | Media Planning              |
| • People Management Skills                            | General Administration      |
| • Complex Negotiations                                | Deal Structuring            |
| • Crisis Management                                   | HR Policy Formulation       |
| • Legal/Liaison/Industrial Relationship Management    | Recruitment & Training      |

### CAREER PATH

#### Chief Executive Officer

#### V INDAF PVT LTD, INDIA

**2019 – June 2022**

**V INDAF** – Traders, manufacturers and exporters of Agro Commodities, Ready to Eat and Cook Food Products to International Market across the globe.

#### Responsibilities Handling

- Establishing Modern Trade and General Trade in Indian Market
- Acquisitions from the local market in India & International thereby achieve business targets
- Responsible for setting-up the product construct and the business for the company in and outside India and International Markets.

**Full Time, Hyderabad, India and Other International Markets (Traveling Extensively)**

#### Business Consultant

**2018 – 2019**

#### AFRICAN INDUSTRIES, NIGERIA & ARYA FARM PVT LTD. INDIA (Organic Food Products)

**Parco Group, Nigeria** the Group into steel, etc., Plans to venture in FMCG & Food in West Africa  
**Arya Farm, India.** Company engages with organic farming and fresh organic produce

#### Responsibilities Completed

- Providing advisory services in the area of new business startup FMCG and Food Business.
- Identifying prospective investors from various parts of the world for JV in the FMCG and Food sectors. Attending International Expo and Seminars to explore business opportunities.
- Acquisitions from the local market in India & International thereby achieve business targets.
- Identifying prospective clientele for Arya from other parts of the world in Organic Products.

**Part Time, Lagos, Nigeria & Hyderabad, India (Travelled across Nigeria and Other International)**

#### Chief Operating Officer – Food/FMCG Operations

#### QUALITY GROUP, TANZANIA

**2014 – 2017**

**Quality Group Limited, Tanzania:** The QGL Group, now in its fourth decade of business excellence. With over 50 wholly owned and associate companies, QGL forms one of the Tanzania's premier and diversified business groups. including, Automotive, Agri Commodities, FMCG, Food & Beverages, Water Bottling, Frozen Food, Food Processing(Rice, Poultry & Fish), Detergents, Soaps, International Trade, Retail Stores, Real-estate Development and Property Management.

#### Responsibilities Completed

- Reporting to the Executive Director, full responsibility of all operations of \$125M sales, 100+ employees, 17 Direct reputes & 1 operational HQ
- Part of the think tank of company developed business model approach paper for the setting the pace for the rapid growth. Goals and Standards settings.
- Explore & targeted new markets in East African Countries. New product development, Target new business opportunities. Promote and market the company's different products. Put in place East Africa network, effective supply chain model, set up the distribution facility. Recruitment, Mentoring and Delegating. Assessing risks and Decision making.

**Full Time, Dar e Salaam, Tanzania**

## PERSONAL SUMMARY

Achieving consistently strong results, I held a number of positions viewed as building blocks, moving back and forth between line & staff positions, with local or international scope, operational or strategic roles, functional (sales, marketing, manufacturing, finance, operations) and general management positions. Through these successful years, I developed strong competencies in business transformation and diversification (creation of sustainable new platforms of revenue), leadership and organization development (creation and right-sizing, team development and people coaching) as well as Brand Development (Innovation management, new channels penetration, new geographies penetration, leading to increased market shares and business growth). I hold a proven track record in leveraging various environment and business conditions, mobilizing organizations to focus on the execution of a vision to deliver results

## EXECUTIVE ENDORSEMENTS

"Arun Kumar's work in developing a sales and business development strategy supported the success of our product's growth into international markets ... His leadership; visionary planning and team-spirited approach were refreshing and quite effective..."

He will be an asset to any business development initiative."

– Abbas Hassani,  
Vice Chairman, Hassani Group

"Arun Kumar provided the agency with an external perspective that was strategic and focused on the target group that we were trying to reach ... His candid approach and insights were instrumental in the planning process and closing the contract at hand ...

He is a person who works well in a team environment."

– Michael D Walter,  
Director, Kellogg's

## Chief Operating Officer – African Countries Operations Chief Operating Officer – South Asia/Middle East Operations HASSANI GROUP OF COMPANIES, UAE

2011 – 2014  
2008 – 2011

**Hassani Group of Companies:** Hassani Group's first commercial activity in the UAE was established in 1912. HGC presence today is in all continents and regions. HGC's 35 subsidiaries are spread across five major focus business categories. Manufacturing, Trading, Distribution, Retail, Private Labeling, Hotels, Resorts, Restaurants, Catering and Property Management.

**Products:** Agri Commodities, Dairy, Bottled Water, Fresh Dairy, Fruit Juices, Edible Oil, Sauces, Tomato Paste, Mayonnaise, Pasta, Oats, Corn flour, Cream caramel, Glucose powder, Salt, Pepper and Flavored/Herbal teas. **Brands:** Melody, Safa, Al Khaleeja, King of Pasta, Buno and Donia. **Partners Brands:** Kellogg's, Nando's, French's, Cadbury, Jif, Smuckers, Crisco, Crespo, Mak-C, Ken's and many more

### Responsibilities Completed

- Reporting to the Vice Chairman and President, responsible for the strategy, strategic and operational marketing and innovation of the full product portfolio via 4 Centers of Excellence and 40 people.
- Successfully developed 5 key fast track projects with pay back within 15 months to capture USD 60 million delivered strategy through meticulous implementation through an effective team over 2 years
- Established Business vertical from the scratch in African Countries operations. Prepared the five year business plan and projections.
- Oversaw full executive functions, including strategic planning, operations, finance, P&L, Marketing, HR, and Administration. Devised marketing strategies to improve the business volumes by increasing the market share and brand visibility.
- Identifying and networking with prospective clients; generating business from existing accounts and achieving profitability and increased sales growth.
- Analysing marketing trends and tracking competitors' activities and providing valuable inputs for product enhancement and fine tuning sales and marketing strategies.

**Full Time, Nairobi, Kenya, Lagos, Nigeria (2011 to 2014) Full Time, Dubai, UAE (2008 TO 2011)**

## General Manager FAIR TRADE LLC, Oman,

2003 – 2008

**Fair Trade LLC** - The Leader in FMCG Distribution in Oman. The business operations 3 divisions: **Dry Foods:** Sauces, Biscuits, Chips, Snacks, Edible Oil, Confectionery, Fruit Juices, Soft Drinks, Milk, Tea, Soaps, Detergents, **Frozen Foods:** Chicken, Meat, Sea Food, Vegetables, Fresh Dairy Products and Ice Creams and **Non-Foods:** Batteries, Lighting, Shaving, Paper, Household care Personal care products. **Represent World Best FMCG and Food Products in Oman**

### Responsibilities Completed

- Reporting to the Chairman and the Managing Director. A Successful Story. Demonstrated excellent skills in bringing in new products into the Group and to the Middle East Market.
- Grew sales (\$150+mm) by 26% over 4 years in relatively stable markets. Increased profit after tax by 88% and reduced working capital. Significantly delivered 26% growth in terms of value, volume & contribution. Captured a market share of 28% in Frozen Foods and 24% Non – Foods.
- Accredited for boosting the business growth in 5 years of operations by diversifying into new areas and increasing the client base. Played a pivotal role in implementing key business strategies that increased the annual turnover.

**Full Time, Muscat, Oman**

## EARLY CAREER PROFILE

### Sales and Marketing Manager – BIDCO AFRICA, KENYA

1999 – 2003

**Products:** Edible Oils, Cooking Fats, Margarine, Baking Products, Hygiene Products, Detergents, Soaps and Laundry Bars, Personal Care and Beauty, Food and Soft Drinks, Animal Feeds etc.

**Brands:** Kimbo, Mariandazi, Gental Care, Pure Natural, Germ Nil, Noodles, Suntop etc.

### Responsibilities Completed

- Expanded sales by 25% over 4 years, Grew market share by 19.8%
- Developed, launched & rolled-out 6 new products. Increased major brands market shares

**Full Time, Thika, Kenya**

### Area/Regional Sales Manager – HINDUSTAN UNILEVER LTD. India

1994 – 1999

### Area Sales Executive/Officer – HINDUSTAN UNILEVER LTD. India

1990 – 1994

**Products:** Food and Beverages, Home, Personal Care and Water Purifier

**Brands:** Bru, Annapurna, Broke Bond, Rin, Surf, Vim, Lux, Dove, Ponds, Pepsodent, Vaseline...

### Responsibilities Completed

- Marketing and Sales Operation, FIFO Management, Retailing Market Working, Market Execution, Distributor Management, Channel Activations and Man Management
- Credited for role in growing sales 175% in 6 years in the region/territory, averaging 30% growth each year.
- Increased Inventory turn by 20% with corresponding improvement in markdown expense.
- Added premium priced brands in the selected markets to brand matrix driving a 10% increase in average retail prices.

**Full Time, South India, India**