

ROHAN BHATIA

VP- Sales, Marketing & Co-Lending.

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Experience Summary

18+ years of Experience in Business development, Marketing, Sales and Customer Experience. A Green Belt Six Sigma Certified Professional.



Skills

Sales & Strategy

Business Planning & Strategy

Digital Marketing

Co-lending Partnerships

Customer Experience

Leadership & Team Management

Digital Transformation

Alliances and New Business Development

Customer Acquisition & Retention

Business Expansion & Growth

Nov 22'-  
till Current

VP – Sales & Marketing  
LendingKart -- Mumbai

- Head of Department for Sales, BD and co-lending partnerships. (Managing the team for these verticals) and responsible for Sales P&L, Business expansion in BD and strategic co-lending tie ups with Banks and NBFC's.
- Managing Personal Loans, Unsecured Business Loans (UBL), Supply chain Financing and Consumer Financing (retail, education and healthcare).
- Established the corporate and Merchant network (offline and Online channel Partners) for Business growth. Taken the business to a Monthly run rate of 250 crores via these affiliate channel partners.
- Expanded the co-lending partnerships from 3 partners to more than 10 partners having a 90:10 or 100:0 ratio as per the co-lending guidelines mentioned by RBI.
- Digitized the complete PL and UBL Journey on the app and the online platform for maintaining a 24-hour disbursement TAT.
- Done corporate tie-ups with top FMCG's and Large format retailers for Supply chain financing and consumer financing over this period of 2 years.
- Handling the digital marketing teams as a separate vertical for lead sourcing via different digital marketing channels, monetizing these leads using the lenders BRE and promoting the leads via SMS, WhatsApp campaigns and tele calling networks.

- Cross selling of products like General Insurance (GI), Life Insurance (LI), Card Protection Plans (CPP) along with core sales products to generate revenue via cross sell. Maintaining a healthy cross sell ratio of 70%.
- Regular reviews (monthly and quarterly) and strategic product changes to study the customer portfolio based on feedback from Credit and collections for proper sourcing via offline and online channel partners.
- Responsible for achieving the targets and AOP numbers for the core and ancillary sales products as per the defined KPI's.

Aug 21' -  
Oct 22'

#### **AVP – Sales, Marketing & BD**

Credit Fair Pvt Ltd, Mumbai (An RBI Regulated NBFC)

- Head of Department for Sales & Marketing.
- Heading Education, Healthcare, Personal loans (offline and Digital) and Auto Loans Vertical.
- Strategizing on product Marketing initiatives on the Digital platforms to increase business volumes (Lead Generation and Conversations).
- Increase in Profitability by achieving 5x Sales targets.
- Grew Sales to nearly 50 crores by improving the funnel and customer portfolio.
- Completely Automated the customer Journey for a hassle-free Sales Process to reduce the operational cost and to grow the revenue.
- Setting customer feedback mechanism to capture customer feedback post Sales.
- Managing telesales team of 30 agents calling all drop off customers for conversions.
- Managing a 8+ team of Zonal heads, regional heads, ASM's and executives PAN India.
- Achieved an AUM of 300 Crores from the various product lines.
- Maintained a Merchant Active ratio of 60% and grew merchant base to 1000+ merchants overall which impacted the sales numbers and profitability.
- Responsible for Organisational Decision Making in Sales, Marketing and BD.

Mar 18'-  
Jul 21'

#### **AVP- Sales & Marketing**

AEON Credit Service India Pvt. Ltd (A Japanese NBFC regulated by RBI)

- Head of Department for Marketing and Business development (responsible for P&L)
- Design and develop annual business plan and policy for marketing and business development to ensure profitability.
- Develop Marketing strategies and prepare Market penetration plans (go to Market) for product growth, targeting the right audiences (Customer Segmentation), brand awareness to ensure the P&L is achieved.
- Started new product business lines for company's portfolio expansion and business growth.
- Prepare and focus on achieving the mid-term goals of marketing department and Business Development.

- Responsible for strategic business tie-ups and alliances for business growth of different product lines.
- Managing key partners, OEM, Dealers and Distributors and Clients post new product launches as per the market penetration and growth plans
- 360-degree marketing of products online and offline platforms with top notch agencies within calculated budgets for business growth.
- Digitizing all process for cost reduction and working on improving the customer journey by constantly improving the customer experience at all consumer touch points.
- Focus on increasing repeat sales via customer retention programs to improve the customer experience with innovations like loyalty and point program benefits, third party Tie-ups for Cross sell and up selling on the App to generate revenue.
- Handling a team of over 20 people (8 direct reportees) PAN India in the marketing and over 50 business development people to ensure all zonal marketing and Sales strategies are met.
- Devising the marketing promotions PAN India with joint activities with Merchants or OEM Partners to promote the product. Product scheme designing (cash back offers, Vouchers, Contests etc.) of different product based on the market penetration strategy for product growth.

Mar 17'-

#### **AVP- Marketing & Business Development**

Mar 18'

Shangrila Corporate Services India Pvt. LTD (A Wealth Management Firm)

- Marketing & Business Development, Was responsible for the P & L of the Marketing and Business Development department
- Was responsible for marketing and sales strategies and process implementation across PAN India
- Conceptualized effective sales and marketing strategy encompassing all elements from lead generation, brand management, campaign execution -planning to closure, for all PAN India offices in an integrated manner
- Mapped the potential market segments in line with the organizational competencies and executed the go to market strategies in consultation with my counter parts
- Lead the Marketing and Sales operation PAN India to ensure that the field force is fully equipped with all client handling tools to provide best client servicing experience and key account management duties
- Conceptualized, planned, coordinated and implemented all digital campaigns and ATL and BTL activities as per the marketing calendar
- Responsible for media planning and media buying and coordinated with the media and creative agencies for all advertising and MARCOM activities
- Brand custodian of the product to ensure that the brand value is maintained and enhanced at regular intervals
- Brand Positioning of products at the dealer and distributor level to ensure maximum consumer reach by doing brand analytics with the help of sales force CRM
- Explored potential business avenues to penetrate to new account to increase the customer base

- Met with CXO level people to discuss potential tie ups and mergers to increase the company footprint
- Lead the commercialization and revenue generation for the existing product and the new products
- Effectively monitored the Sales strategy at a PAN India level to ensure that the team meets the primary and secondary targets on a quarterly basis
- Conducted periodical reviews of the business development and marketing teams and coached/ trained them on client handling to ensure maximum customer satisfaction
- Was responsible for corporate tie ups, workshops, sponsorships, strategic partnership, seminars and events for promotion and growth of business
- Was responsible for content marketing through marketing collateral that includes press releases, white papers, case studies etc. and other non-technical collateral like corporate brochures, advertisements etc.
- Handled new product launches at various point of sale outlets
- Handled 28 people PAN India for the marketing activities and defined their KRA's and targets
- Was responsible for the expansion of the product portfolio and worked on various marketing and sales reports and presentations for the senior management to provide them with a bird's eye view of the business.

Aug 08'

Dec 16'

## AGM- Customer Experience

Videocon D2h Limited

- Headed Customer Experience team and managed the departmental P&L
- Worked on budgeting, manpower planning, Customer acquisition growth and market expansion strategy
- Handled a target of 400 Crores worth of retention recharge revenue along with a Sales target of 50,000 new customer acquisition per month for revenue generation
- Designing of strategies and product offers for all product lines for the outbound/inbound contact centers, online sales offers and direct sales offers for the channel partners
- Handled customer communication team from the social media, SEO and SEM Managers, Public relations and digital media, zonal campaign managers, customer segmentation and analytics for ensuring customer success towards the brand
- Ensured SLA's and TAT are met as per the policy to ensure customer satisfaction
- Innovation based on thorough customer journey mapping and analytics from Google ad words, PPC's, Website traffic management to increase the number of web hits and then propose to the R & D teams for development of the various products based on the new and innovative ideas
- Handled Media and Creative advertisement agencies with a budget of 30 crores for digital and print media and 150 crores for TV and Radio at a PAN India level
- Headed various sponsorship and tie ups PAN India in line with our long-term goals for market leadership
- Managed the entire product lines for all brand and MARCOM activities PAN India right from the Manufacturing Units to DSAs

- Setting targets and forecasting of sales for B2B and B2C channel partners and handling all dealers and distributors to ensure max revenue generation.

Jun 06'

## Manager – Marketing

Jul 08'

ICICI Bank LTD

- Developed and executed the annual marketing plans for India Corporate and EMI sectors in line with annual sales strategies
- Develop multiple on-going direct marketing and e-marketing campaigns to support the achievement of sales targets
- Lead Generation and Market penetration by concentrating on West Zone activities of Marketing and sales
- Based on customer analytics, plan for the marketing events calendar and help the Credit card team to define various strategies for customer retention and sales enhancement
- Competitor analysis and bench marking the product parameters to understand the offerings and designing offers and executing complete product portfolio
- Worked on new product development and launched towards Advertising campaigns, promotional events, broker outreach, buyer retention campaigns, referral programs, and social media.

Jan 04'

## Project Manager

May 06'

Neel Software Solutions

- Pre- and post-sales liaison with clients
- Handled the tendering process and bid management for government projects and also liaising with government officials
- Executing the project plans and assigning tasks to the development teams
- Preparing RFP's and RFQ's and coordinating with the clients and the development team
- Preparing the project planning documents to ensure timely completion of the projects
- Prepared road maps for a systematic project approach
- Worked on MS project 2000 for all project management duties along with its inclusions and exceptions



## Qualifications

02' - 03'

**Post-Graduation:** Information Technology majors in e-commerce & system analysis & design. Swinburne University of Technology - Melbourne

99' – 02'

**Bachelor of Commerce** majors in Management Studies

R.D. National College - Mumbai

97' - 99'

**Higher Secondary** Specialization in Accountancy

R.D. National College - Mumbai

96' - 97'

**Senior Secondary**

St. Theresa's high - Mumbai



### Certifications

- Six sigma Green Belt certified



### Languages

- Proficient in English, Hindi and Marathi – spoken and written
- Conversational level of spoken Punjabi language