

# V.V. Balaraman

Senior Management Professional



## Contact Information

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Date of Birth	03.08.1960

## Summary and Objective

With vast experience in different industries, ranging from FMCG, Service, Capital goods and Building Material Industry, have developed the ability to accurately see the business trends and thus provide reliable business forecasts and capable of implementing business strategies in different scenarios.

Having travelled extensively throughout the country (India) and abroad, the experience has enabled to understand the intrinsic cultures of various terrains and have been able to provide localised strategies to boost the businesses handled so far. Have a strong analytical skill, proactive approach and possess a sound temperament to handle crisis.

Have been a proven leader and handled teams with different sizes and different backgrounds successfully and shaped the teams for future. Interacted with top advertising, PR, market research agencies and media houses in the country and updated with all the latest techniques of modern-day management.

Exposures to general management in the last ten years have also helped to see overall perspective of the business and to contribute to the top management strategies.

## Unique Accomplishments & Differentiating Factors

### 1. Cothas Coffee Co., (June 2015 – March 2021)

- Transformed the Company from “Quality driven” to “Marketing Driven” in a year’s time resulting in higher market share and better bottom line.
- Instrumental in creating a new identity and brand proposition with a contemporary look & feel and yet remain closely and emotionally connected with the current users of the brand.
- Expanded business on a Pan India basis by spearheading business operations of four different verticals of business enabling quantum leap in business.

### 2. Origin Coffee Roasting Private limited (March 2013 – April 2015):

- Set up the company from the scratch with over all P & L responsibility in May 2013.
- Achieved breakeven in eight months and cash profits from the 11<sup>th</sup> month, fastest time ever to happen in a coffee vending service industry.
- By December 2014, the company had become the **third largest player in the industry**.

### 3. Fresh and Honest cafe limited (Jan 2003 – Feb 2013):

- Instrumental in creating a strong Equity for the company’s services which is continuing to be notches above the competition.
- Tailor made nontraditional marketing tools to enhance a strong top of the mind positive impression about the company’s products and services.

### 4. Butterfly Industries (Jan 2002 – Sep 2002):

- Initiated an Integrated marketing software programme with atomised information on various spends of marketing and promotion, effectiveness of the spends, Budget vs. Actual comparison etc., resulted in having a robust fool proof system.

5. **Nutrine Confectionery (Jul 1994 – Dec 2001):**

- Led the marketing team with an objective of doubling the market share (from 19% to 38%) in three years between 1996 to 1999.
- Overseen the strategising of right product mix, price slots, national wide and localised promotion campaigns from time to time enabling desired growth.

## Core Competencies

Strategic Planning	Establishing corporate strategies for achievement of top-line & bottom-line targets.
Operations	Well versed with factory operations management, human resources, supply chain management, procurement & financial planning.
Marketing	Extensive experience in FMCG / service /durables industries with Pan India exposure.

<b>Business Development</b>	Formulating strategies & reaching out to the various market segments/customer groups for business expansion
<b>Customer Acquisition</b>	Continuous mapping, providing suitable products meeting customer's requirements, generating business and value additions.
<b>Talent Management</b>	Providing direction, motivation & training to the employees to ensure optimum performance resulting in successful development of second line leaders.
<b>Others</b>	Hardcore sales and marketing experience in various Industries. Successfully marketed both in B2B & B2C Segments.
	In depth knowledge in Service Industry, building material Industry, white goods industry and in FMCG.
	Good in business forecast, formulating annual business plan and strategising the execution of plan.
	Worked with leading advertising agencies, market research agencies and public relation agencies in the country.
	Travelled across the country and have a fair idea of the varied & intrinsic culture of the various parts of the country – an important insight to market product / service in India.
	Also have International exposure with fair idea of business practices globally.

## Work Experience

<b>June 2015 – March 2021</b>	<b><i>Cothas Coffee Co.,</i></b>
	Chief Business Officer
	Cothas Coffee is one of the leading Coffee companies in India and in existence for more than 70 years and operates in four different verticals of business – B2C Consumer Market, B2B Coffee solutions, COCO (Company Owned & Company Operated stores) & Cold Beverage division. Had overseen the Business Operations of the Company in India by establishing a strong sales and distribution network along with creating a strong, vibrant and as one of the most happening coffee brands with full-fledged marketing initiatives.
<b>March 2013 –April 2015</b>	<b><i>Origin Coffee Roasting Private Limited</i></b>
	Chief Operating Officer
	Business model provides coffee vending solution for out of home markets like hotels, restaurants, cafes, large corporate offices, high foot fall public areas and large Institutions. Oversee Indian operations, which includes manufacturing, technical services and field engineering, finance, supply chain management, HR & admin, sales & marketing.
<b>Jan 2003 to Feb 2013</b>	<b><i>Fresh &amp; Honest Café Limited, Chennai, (LavAzza, s.p.a, Italy)</i></b>
	Vice President – Marketing
	With direct marketing activities and customised branded kiosks, able to build strong brand equity for F&H among customers. With constant interaction with corporate headquarters in Europe, have been able to provide Indianised corporate communication in sync with the global positioning of the company brands.

	Successfully initiated market research, finalised Advertising Agency to create a strong brand name for the packaged filter coffee with state-of-the-art packaging design and a powerful communication tool. Result: A well distributed FMCG brand with a strong presence in modern trade outlets and established a strong platform to become the number two brand in the category by Mid-2008.
	Strategised annual operating business plan. Successfully achieved 95% of business goals for the last seven fiscal Years (2003 to 2011) with a CAG rate of 20% year on year with healthy bottom line.
	Carried out effective lead general management, constant data mining and direct marketing activity, accessed 5000 prospects, out of which 750 have become clients.
Jan 2002 – Sep 2002	<b>Butterfly Group</b>
	Deputy General Manager - Marketing
	Effectively handled business and expansion with introduction of new products. Developed strong systems to track the Budget Vs Actual for each SKU's of the business enabling quick course correction.
Jul 1994 –Dec 2001	<b>Nutrine Confectionery Company Ltd., Chennai</b>
	Marketing Manager
	Played a vital role in handling media planning, liaison with advertising agencies, trade promotion activities and consumer schemes.
	Worked closely with leading market research agencies and conducted different researches to understand the insight of the business from consumer point of view.
	Successfully increased business volume with right marketing mix within the given budget.
Mar 1983 - Jun 1994	Won the Managing Director's award for outstanding contribution in the year 1998.
	<b>Previous Assignments</b>
	December 1989 – June 1994 with Shyam Group, Chennai as Product Manager
	December 1987 – October 1989 with Stop & Shop Chain Stores Limited, Chennai as Sales Executive
	March 1985 – November 1987 with Civil Construction Company, Vellore as Project Officer
	March 1983 – February 1985 with Nutrine Confectionery Company Ltd., Chittoor as Management Trainee

## Academia

- Masters in Operational Research from Delhi University in 1982.
- Completed a course in Procedure for Export Business and Documentation, conducted by the Madras Management Association, Chennai
- B.Sc. (Mathematics) from Voorhees College, Vellore in 1980

## Languages known

English / Tamil / Hindi

## Trainings Attended

- Strategic Marketing at the Administrative Staff College of India (ASCI), Hyderabad
- Attended various Brand Conclave programmes conducted by CII.