



PANKAJ DHAKITE

Head Businesses Unit Operations: (SBU Head) | Shemaroo Entertainment Ltd.
Ex. Zee Studios | Birla EL | Videocon - Next | Reliance Petro. | Exide

+91 9702008989
pd_lotus@hotmail.com
Mumbai / Delhi NCR
in LinkedIn.com/in/pankaj-dhakite-6a38b316/

SUMMARY

A Business Strategist | Sales, Marketing and Operations Professional
With verifiable year-after-year success, achieving revenue, profit, and business growth objectives within established, start-up, turnaround, and rapid-change environments.

PROFESSIONAL SYNOPSIS

Extensive experience of over 20 years with highly engineered systems, which require deep understanding of critical business drivers in multiple markets and industries.

Led and motivated **PAN India** teams comprised of more than **200 employees** and managed P&L for business divisions exceeding **Rs. 500 Cr.** revenue.

Varied/Diverse Experience In: Business Unit Operations at CXO level / Organisational Management / Distribution, Channel, Retail / Modern Trade, B2B / Institutional/ OEM / After Market.

Domains Like: Media and Entertainment, Petroleum / lubricants, Automobile ancillary, Consumer Durable, Electronics, and Small Home Appliances.

SELECTED ACHIEVEMENT HIGHLIGHTS

- **Executed project of Rs. 230 Cr.:** Instituted Zee Studios, state-of-the-art, fully integrated Film Studios at par with the international standards with strategic business activities. Corporate face to the traditional Indian film fraternity.
- **Turned around an underperforming division in to 150 Cr. Business unit:** Streamlined business unit, Birla Electricals Ltd. around a coherent commercial and operational PAN India business strategy, restored profitability, with 42% CAGR
- **Established co-unit with 500 Cr. Revenue:** Spearheaded scratch to highest throughput growth of Reliance Petroleum retail network with diversified strategic business modules and product range. Led top performance Hub and Spoke model.
- **Transformed the business unit into a top-performer:** Grew from 30 Cr. to 180 Cr. with 12% profits in 1.5 years, for Next Retail India Ltd. Introduced new cost-effective solutions that expanded into additional high-potential markets
- **Business retention with YOY growth of 120 Cr. unit:** Developed strategies that outplaced competitors, maximized share of strategic markets, keeping brand position at 78% market share for Exide Industries Ltd.
- **Double fold market growth:** Introduced new cost-effective solutions that enabled expansion into additional high-potential markets for Indo National Ltd. with 100% additional revenue, in the period of just 1 year.
- **Restructured operations for maximum cost savings and efficiency:** Designed SOPs and implemented systems for making sustainable business units in Retail Chains (modern Trade) and Channel. Ensured positive product life cycles.

PROFESSIONAL EXPERIENCE

Feb'2019
To
March'21

Head – Government business unit

Shemaroo Entertainment Ltd. New Delhi

End to End Business process management in all strategic organizational engagements for Govt. sector.

Charting for 5X business growth with aggressive business strategies to ensure revenue objectives and to establish Shemaroo as a Brand in the Government sector.

Casing Central and State Ministries, PSUs and Govt. U/Ts Along with Open and Overseas Market. Focusing...

360° Digital Media offerings comprises of, **AV / AI / AR / VR products**, Conceptualization and management of Digital Marketing, Digital Mass Media (Social Media), Web and Mobile App. Also AV Presentations, Documentaries, Advertisements & Working as PR Agency, Not limited to but adding new segments fixing market inclinations.

Development of high performance teams across the verticals like... **Business Development, Production / Post Production, Project Management, Finance and Administration** to support the Business Unit functions for the long term success to ensure sustainable Revenue propositions keeping stakeholders and P&L responsibility in focus.

Measuring and reporting of Revenue performance / analytics and assesses against goals (ROI and KPIs).

May'2016
To
July'2018

Head Operations (DVP) – Zee Studios

Esselvision Productions Ltd. (Zee Group Co.) Jaipur.

Business Development and Operations Head for **Zee Studios**, fully integrated international standard Film Studios.

Executed, Rs, 230 Cr. project of integrated fully equipped film studio in record time of 8 months.

Business model which gives challenge to traditional film fraternity. End to end, one stop solution, with corporate face.

PROFESSIONAL EXPERIENCE

Continued with
Zee Studios...

Formulated and implemented **Space selling** strategies & decision-making tools for identifying and developing new **Business opportunities with Production & Media houses, Celebrity management and Event management Cos.**
Crafted and implemented multilevel SOPs, Inter department verticals, Recruitments and Business Plans as a start-up.
Structured **Utilization matrix** of various departments like **Production, Postproduction, Admin, IT, Accounts & HR.**
Led development of budgets and proposed ROI for product and service offerings to ensure stakeholders interest.
Strategy reviews & Change initiatives – To shape agenda for management strategy review and learning meetings.

July'2011
To
May'2016

Business Head (AVP)

Birla Electricals Ltd. Mumbai.

RollOut of Small Home Appliances and Electricals Business, **PAN India Business operations**, Identification of Market opportunities across the channel with shared P&L management to accelerate growth.
In 5 Years, Grew revenue from **45 Cr. To over 150 Cr. Enjoyed 42% CAGR with 80% Business in advance.**
Established vertical 'Corporate sales' with major contribution of 100 Cr. of the total.
Developed **new diversified business line** in the name of **"Zero Degree"** for **AMC** selling and 17 product lines including **'Alkaline Water Purifier'.**
Lowered cost of sales about 50%, by **resizing warehousing and logistics**, induced tailored **Display matrix.**
Worked closely with management for Strategy formulation including Channel plans, Marketing, Pricing strategy, R&D and new Product development, with Competitive reviews and analysis, etc.

Oct'2009
To
May'2011

Sr. Business Manager

Birla Tyres (Kesoram Ind. Ltd.) Mumbai.

Oversaw strategic account planning, business development, sales forecasting, Budgeting, marketing, pricing, training, and Selling agencies for geographic area **Mumbai-Thane –Nashik**, along with In-charge of setting up **Retail Shoppe Network** for the Brand 'Birla Tyres' in **Maharashtra & Goa.**
Grew sales revenue from **Rs. 55 Cr. to Rs. 85 Cr.** In 2010-2011;
Successfully **Launched 'TBR' (Truck Bus Radial Tyre)** and **'Two-Wheeler Tyre'** with entirely new Dealer channel set-up.

July'2007
To
Sept'2009

Business Manager

Next Retail India Ltd. (Videocon) Mumbai.

Spearheaded CDIT Retail for Thane-Mumbai, Aurangabad, Nashik, Cochin and Vijayawada along with P & L responsibility. **Grew from 30 to 180 Cr /a** business volume in **Mumbai region** as a primary responsibility.
Led project **'Operation Excellence'**, involving designing of SOP, organizational structure, JD / KRA, record keeping process and MIS structure.
Successfully appointed and launched **4 COCO** and **6 franchised stores.**

April'2004
To
July'2007

Manager Operations

Reliance Ind. Ltd. Raipur.

Implementation of Petroleum and F&V Retail network in Chhattisgarh. **Generated volume size 500 Cr/a. +** with profit-oriented format development and adding value added services in Petroleum Retail network.
Implemented **Petroleum retail outlet project** (COCO & CODO) with an excellent throughput of R.O. even in RIL – **750 kl/m.**
Spearheaded **Lubricant sales** with the mark of 20 Kl/m.
Implemented **Rural and Farm Fuel Outlet (Hub & Spoke Model)** across the state with outstanding results.

April'2004
To
April'2001

Area Manager

Exide Industries Ltd. Raipur.

Spearheaded Channel / Distribution / OEM and Service with **Revenue & Channel retention strategy** in the state of Chhattisgarh and Mahakaushal (Eastern MP) with **volume of Rs. 120 Cr/a.**
Switched Channel from **Super Distribution to Direct Dealers** and developed entire new line-up of non-trade business for Govt.; Govt. U/T.

QUALIFICATIONS

- PGDBM - Nagpur University.
- PGD in 'International Trade' - Bhartiya Vidya Bhavan, Nagpur.
- PGD in 'Sales and Marketing Management' - Bhartiya Vidya Bhavan, Nagpur.
- B.A. - Economics, Sociology & Political Science - Nagpur University.

CONTACT DETAILS

- **Alternate Contact:** 9783712222
- **Current address:** House No. 515 , Lane No.2, Varun Enclave, Sector – 28, Noida (**Delhi NCR**): 201301
- **Permanent Address:** A-22, 'Namaskar' MM CHSL, Poonam Nagar, Andheri (East): **Mumbai** – 400093