

A Self-Motivated Experienced Management professional with skills of business acumen, decision making, forward planning & strategic thinking, emotional intelligence, leadership, networking, coordinating, analysis & problem solving.

WORK EXPERIENCE

27 years of achievements in **growing & turning around businesses, P&L Management & Business Consulting**, spanning across multi-industry environments in domestic and international markets. Worked across the sectors of **Health & Hygiene, aerospace & defense, Steel, Solar Water Heating, Automotive Components, Electric Vehicles and consumer durables**. Operated in multiple disciplines of **global sales, Institutional Sales, Project & Solutions Sales, product/Solutions marketing, business development, channel sales & management, defense offsets program management, market research and program management**. Also led process improvement initiatives like Theory of Constraints, Customer Value Management, and Tata Business Excellence Model & 6 Sigma. Accomplished in driving visibility, engagement, and demand in target markets/accounts.

KEY COMPETENCIES

Sales & Marketing
Global/Domestic Sales
Business Development
Program Management
Start-Up Business Growth

Key Account Management
Product Marketing
Business Operations
Corporate Governance

Institutional/B2B sales
P&L Management
Channel Management
Defence Offsets Management

KEY ACHIEVEMENTS

Aerospace & Defense - Hampson Industries & Tata Industrial Services

- Attained orders worth and executed projects for over **INR 40 Cr** to customers like HAL, OF, Indian Space Research Organization, Air India, Army Base Workshop, Indian Navy, European Helicopter Manufacturer, Israeli Defense Company
- Enhanced potential business volume pipeline substantially to **US\$ 10 Mn** in **Aerospace & Defense** with Global OEM across Europe and USA within 5 years
- Shaped complex solutions worth **US\$ 20 Million** to European, American, Brazilian, and Canadian companies, including structuring and delivering **defense offset solutions** with **program management** offerings

Steel - Tata Steel

- Successfully delivered more than **US\$ 100 Mn** revenue target and **US\$ 25 Mn** margin target in Steel Business
- Led the initiatives of new product development like electrical steel and galvanized steel for engineering applications and developed new markets for the products with customers like Orient Fans, Khaitan fans and appliances manufacturers, bringing in **additional revenue of INR 50-60 Cr/Annum**.

Renewable Energy- Tata Power Solar Systems

- Obtained and engineered projects for institutional customers like Infosys, Thirupathi, Shirdhi, NBCC, with **revenue of INR 15-16 Cr**
- Attained business **revenue growth by 20%** and **profitability by 50%** in Solar Water Heating Business with reduced levels of inventory and outstanding

Air-conditioning - Voltas

- Netted **30% YoY revenue growth** in air-conditioners business consistently and revitalizing business. Obtained & executed projects for institutional customers like Deptt of Telecom, Brooke Bond Lipton India, Apollo Tyres & Cottage Industries Exposition with **revenue of INR 7-8 Cr**.

Hygiene/FMCG – Triar Health & Hygiene

- Established Sanitary Napkins Start-up single handedly in 9 months & grew sales through online &

EXPERIENCE

Nov'18 – Till Date Triar Health & Hygiene as Business Head

- Set up start-up business in the field of female hygiene through business strategy of creating a differentiated business model of manufacturing and selling Premium Quality Eco Friendly sanitary napkins through partnering

with NGO as production agency and developing innovative marketing channel, aimed at both rural and urban market segments as well as B2B channels.

- Managing entire business operations including P&L Management, Business Operations, Production, Quality, Logistics, Marketing & Sales, HR Management, Finance/Accounting.

Nov'19 – Till Date Electra EV as Sr Consultant – M&S

- Facilitating new customer development/ Business Development with customers like OLA, Renault, Energy Efficiency Services Ltd (For EV charging stations), Brihan Mumbai Nagarpalika (For EV charging stations) etc. Also, contributed to improvement/enhancement of their company website. Trying to develop new markets with customers like Ashok Leyland, MG Motors, Kia Motors etc.

Jun'15 – Oct'18 Hampson Industries Pvt. Ltd. as Head-Business Operations

- **Formulated & implemented long term and annual business plans** with the vision to grow the organization 300% in next 3 years through investments, new products, and new markets into automotive, aerospace, defense, and Oil & Gas sectors
- Headed the business development activities to acquire new customer accounts in Aerospace & Defense sector like Patton Air, Turbotech, Hindustan Aeronautics Ltd and Dynamics Technologies Ltd with potential revenue of INR 4-5 Cr/Annum

Apr'10 – May'15 Tata Industrial Services Limited as GM- BD & Marketing

- **Spearheaded strategic and operational sales plans**, achieving 100% YoY increase in sales through business with defense public sector units and private global & Indian aerospace & defense companies, including US\$ 15 Mn with European Aircraft Engine Mfr & structuring defense offset solutions worth US\$ 200 Mn.

May'08 – Mar'10 Tata Power Solar Systems Ltd as GM-M&S (Thermal)

- Successfully **enhanced sales** by 25% in two years through dealer network expansion and institutional sales, including orders worth over INR 24 Cr from Infosys, Indian Army, National Building Corporation and Shirdi for providing solar water heating systems

Aug'00 – Apr'08 Tata Steel Limited, Kolkata

As Head-Market Research Group

- Provided market research and data analytics services to profit centers and subsidiary companies of Tata Steel, support to formulation of annual business plan for Tata Steel. Coordination with research agencies for conducting B2B as well as B2C studies

As Head-Solution for Sales

- Successfully implemented 6-Sigma and Customer Value Management (CVM) & TOC applications, resulting in better delivery performance, customer satisfaction and inventory management, delivering benefits worth multiple INR Cr to 26 distributors and large auto OEM customers

As Industry Manager

- "Electrical Steel", "Galvanized Steel for Engineering Applications" as **new product** & acquired **new customers** such as Indian Railways & Fan Manufacturers & Gen. Engg segment to achieve business volume of INR 50 Cr + per annum. Merit of surpassing more than INR 150 Cr margin and INR 750 Cr revenue for two consecutive years

Jun'94 – Jun'00 Voltas Limited (CABD), Delhi/Jaipur as ASM

- Launched business with department of telecom as acquired 200 air conditioners' order for the first time thereby ending competition dominance. YoY sales growth of 30% from 1997-2000.
- Magnetized acquisition of the highest number of institutional orders in India from business houses like Cottage Industries Exposition, Apollo Tyres, Brooke Bond Lipton and Castrol

ADDITIONAL INFORMATION:

- **Principal Consultant (Orgn perfnce improvement) with ProFast Consultants: Jan'20-Till Date**

EDUCATION

1994	R A Podar Institute of Management, Jaipur – MBA (Marketing)
1992	MBM Engineering College, Jodhpur – B.E. (Mechanical)
2021	All India of Management Association - Advanced Diploma in Business Management

CERTIFICATIONS

International TOCICO Application Expert (Production and Supply Chain) | 6-Sigma Green Belt | TBEM External Assessor | Digital Marketing Expert

LANGUAGE SKILLS

ENGLISH, HINDI & BANGLA

DATE OF BIRTH

29th NOVEMBER 1968
