VIJAY GUPTA

C-20, Sector – 50  
NOIDA, Uttar Pradesh - 201301

Email: vijgupta58@gmail.com

Phone: +91 9810103577

|  |
| --- |
| **PROFESSIONAL PROFILE** |

Over 40 years of experience in establishing and managing businesses in various manufacturing and service industries like textiles, fashion, electronics, and consumer goods. The manufacturing space has given me great insight into establishment of a business, the roadblocks faced in the Indian market and hands on experience in managing people of all intellects and marketing different products to various customer groups from local dealers to multinational companies. Key Accomplishments:

* + *Took the brand, Apache Jeans, from being a local brand to national brand. I was instrumental in setting up company showrooms in Delhi. The brand had the best national presence in the early 80’s and I also organised fashion shows.*
  + *Recognized by clients and colleagues as a professional with high degree of personal integrity. Known for a contagious passion for excellence, a talent for resourceful business solutions and a capacity for motivational leadership.*
  + *Effectively understand and interpret complex situations and provide practical and implementable solutions in real time for efficient management and growth.*
  + *Provide systems and processes to organize de-structured areas of business and implement them to ensure smooth and continued operations without unexpected kinks.*
  + *Possesses good communication and presentation skills.*

|  |
| --- |
| **PROFESSIONAL EXPERIENCE** |

* **Marketing Manager, Apache Jeans (1976 – 1990)**
  + Took the brand to national level and was instrumental in setting up company showrooms in Delhi. The brand had the best national presence in the early 80’s also had organised fashion shows.
  + *Organised fashion shows*
  + *Opened exclusive counters in all metro and major Indian cities*
* **Manager Marketing, Dynamic Fashions (1991 - 1997)**
  + Dynamic Fashions were main suppliers to Benetton and North star for complete denim range
  + I increased the capacity of the production from 18 machines to 185 machines and set up a state-of-the-art manufacturing plant with complete infrastructure to manufacture the Denim garments from raw material to finished goods in-house.
  + Floated a brand ARIZONA and gave it a national level image with opening up of showroom and exclusive counters in Delhi. Also organised fashion shows to promote the brand.
  + Participated in garment fairs to highlight the brand products and increase the business.
  + Was instrumental in developing the Export business in mainly Denim fabrics for export market. Our buyers were C&A, JC Penny, Pier One, and OTTO
* **CEO, Delta Electronics (1998 - 2013)**
  + Delta Electronics is a leader in manufacturing of CFLs in India, and has now forayed into manufacturing of LED products.
  + During my tenure, I was instrumental in growing the turnover of the company from Rs. 5 cr per annum, to over Rs, 400 cr in a span of 10 years.
  + The role was to head all major functional groups including, marketing, operations and finance.
  + I was instrumental in developing business with OEM buyers of national and international repute and launched the company brand on a national level. Our OEM companies were namely Bajaj, Khaitan, Usha, Eveready and many more regional brands.
  + The manufacturing facilities were all in house and not dependent on outside sources and also were able to maintain consistent quality due to complete process in the factory.
* **Founder, Smart Lights (2008-2013)**
  + Had set up in-house capsule making plant for High Wattage tubes from 30w to 90w
  + Was instrumental in obtaining ISI certification and set up a Lab to maintain quality standards as per Indian conditions
  + Sold the company to pursue consultancy services for Manufacturing units in the electronics industry

|  |
| --- |
| **EDUCATIONAL QUALIFICATIONS** |

* **BSc. Science, Hindu College, Delhi University (1975 – 1978)**
* **AISSCE – CBSE** (**11th Standard**), **Kendriya Vidalaya RK Puram**
* **Have done assembly line seminar with JUKI corporation Japan.**
* **Have done a seminar with Northern Banking Staff College with State Bank of India on Export Process.**
* **Have done Team building seminar with IIT Delhi**
* **Have attended a seminar on Brand building.**