

## **Dharmendra Kumar**

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### **SUMMARY**

Dynamic Professional with over 22 years of proven track record in Sales & Distribution Management, Business Development, P&L management in fiercely competitive markets.

### **Expertise:**

- Proficient across multiple Industries, Market Segments and Functions- Multi Industry Exposure – **FMCG, Retail, Telecom & E-Comm** business.
- Multi-Channel & Multi Product Experience – Functional Expertise in building B2B & B2C Sales Channels.
- Hands on Leader- Data driven approach, Strong Execution focus, Result orientation and Entrepreneurial bent of mind.
- Ability to draw new Business plan, Restructuring, Resource Optimization, Setting up Process & Systems, Productivity enhancement and P&L Management.
- Specialized in Go-To-Market Strategy, developing Dealer/Franchise network, Market Share gain, Improving Customer Service Levels and Activation of Trade and Client schemes.
- Strong Team Mentoring skills with ability to build cross functional synergies.

### **Current Experience**

#### **Chief Business Officer - Metis Eduventure Pvt. Ltd. April 2018 – Oct 2019**

(Metis Eduventures P Limited operates a coaching institute for the preparation of government jobs in bank and SSC entrances under the Brand Name " Career Power". Adda 24x7 is very popular among students for Test-Prep material.)

Student Acquisition / Upsell; Product portfolio expansion; Upskilling of Faculty; Team Development; Operation Management; Partner Management; Alliance; Engagement with investors; End to End P&L responsibility of Company Operations.

**ACHIEVEMENTS** -Turnaround the Business from Cash burn stage to Cash surplus stage. Operated @ 60% EBITDA in a years time.  
-Converted Most of the COCO centres to Franchise centres thru leveraging brand equity and by creating Robust support system.  
-Rationalization of cost - optimization of Rent, Marketing elements-Moving from high cost BTL activities/physical marketing elements to Digital marketing, Restructuring of Faculty/Consultant High Fixed Salaries to Variable payment system linked with Revenue generation. -Introduction of New Courses helped open new stable revenue streams.

### **Past Experience**

#### **1. Business Head – Essel Utilities Distribution Company Ltd – Feb 2016 – March 2018**

(Essel Utilities Distribution Company Limited has operations under its utility brand of 'Smart Utilities'. It is India's first consumer-centric 'integrated utilities' service brand committed to participating in public-private partnership projects across India for transforming the ageing public utility infrastructure into a modern state-of-the-art utility realm.)

Overall P&L management of Water Utility business. Meeting EBIT targets. I was responsible for overall operations, stake holder management, CRM, Loss reduction, Revenue Growth and Collections, Raising funds thru internal and external sources.

### **ACHIEVEMENTS**

-Increased net-margin by 15% thru better negotiations, cost optimization, onboarding of sound contractors/suppliers.  
-Successfully commissioned 6 DMA's.

#### **2. Zonal Business Head – (GM Sales) Bharti Airtel Ltd. – Noida, Aug 09 – September 2015**

### **Responsibilities**

Handled Post-paid, Prepaid, DTH and Airtel Money (m-commerce/ Remittance); 3G & 4G launch; Base Growth; Distribution management; Revenue Growth -Increase CMS & RMS; GTM – Implement national GTM strategy; Team Development; Marcom. P&L management.

### **Significant ACHIEVEMENTS**

-Highest dongle activation during **4G launch in Delhi**  
-**Revenue growth of 16.9%** in Delhi circle (2014-15) against industry growth of 9%.  
-**Won national contest** on revenue growth 2014-15.  
-Handling Revenue of over **Rs. 1500 cr.**  
-Handling largest Super DSA in the country for Post-paid business.  
-Won **CEO's Award** for post-paid in Achievers Club contest 2014-15  
-Won "**Best of the Best**" trophy in North India, year 2012-13 for highest YOY revenue growth.  
-**Highest RMS** and IRMS growth in the circle in 2012-13 (UPE).  
-Won **CEO's Gold award** for 2012-13 for outstanding performance in sales.  
-Won **CEO's Silver award** for 2012-13 for successful rollout of FTA process

3. **Operations Head (General Manager) Home Stores India Ltd. Delhi - July 08 to July 09**

(Sabka Bazaar, a leading Retail chain in North India, into FMCG & Grocery segment, with over 100 large format stores)

**Responsibilities -**

Drive sales revenue; Increase Market share; Improve on CSI; Category Planning & Management; Market mapping and feasibility study for expansion of new stores; Improve Profitability by increasing sale per sq. ft and reduce shrinkage thru introducing surveillance system and robust real-time inventory management system; Responsible for Store EBIT, end to end P&L management.

-Handled a team of 1500 people, reported to Managing Director.

-Handled 101 stores with annual revenue of Rs. 180 cr.

-Made 25 stores profitable in short span of 6 months.

4. **Retail Head (South & West India), DLF Ltd. Gurgaon. Aug 07 to July 08**

**Responsibilities**

Business development; Heading Revenue Streams- Retail leasing for projects in south & west India; Responsible for conceptualizing and implementing "Retail Zone" and the Product Mix; account management.

Reported to the Chairman DLF Commercial Developers Limited

5. **Cluster Head, Reliance Communications Ltd, Delhi Sep 02 - Aug 07**

**Responsibilities**

New Customer acquisition thru Channel Mix, Meeting Collection and Revenue target, Franchise / distribution management; ensure profitable growth and expansion of franchise system, Increase CMS & RMS

**Achievements -**

Best Zonal Head award for RIM sales in Delhi circle; Ranked no.4th in SEP 1 & No.4th in SEP 2 contest at all India level; Signed National Alliance with Hotspot- The Mobile store, Big Bazaar, Vishal Mega Mart.

6. **ZSM, Bharti Telenet Ltd., Jabalpur, July 00 - April 02**

**Responsibilities**

Sales target achievement; Revenue & New Customer Acquisition; Channel Management & Training; Marcom

**Achievements -**

Increased PCO revenue contribution to total revenue from 18% to 45% for the cluster; Qualified for "Airtel Silver League" – Presidents award; Bagged "Best performer award" consecutively for two years in a row.

**Initiatives-**

Introduction of New Revenue Streams; Introduction of CCB on contract; Leasing of tags on revenue sharing basis.

7. **Area Sales Manager, Coca- Cola India, Bhubaneshwar (Orissa), May 99 - July 00**

**Responsibilities:**

Sales Target Achievement; Distribution management; Key account Management; Competition monitoring; Increasing counter share.

**Achievements**

Achieved sales target by 170%; Organized prestigious "Millenium Rath Yatra" at Puri; Increased market share from 28% to 70% in the territory.

8. **Branch Manager with G.C.M.M.F. Ltd. Raipur, April 96 - May 99 (Marketer of AMUL), Raipur (M.P)**

**Responsibilities:**

Sales Target Achievement; Distribution management; Budgeting & Forecasting – achieving Annual Business Plan; C&F management; TQM implementation; Responsible for end to end P&L management.

**Training & Workshop**

-Workshop on Total Quality Management (by Sohrab); Hoshin Kanri (Policy Deployment); Internal Consultancy Development. Conducted by ECS; Success for Self by Malini Iyer; Finance for business leaders by Dr. Nitender Dhillon; Challenges of Leadership by Tarandeep Rekhi; Competency based Interviewing skills by Vinit Taneja,

**EDUCATION**

- 2012 Executive Program for Business Managers at IIM Ahmedabad.
- 1996 PGDM from INSTITUTE OF RURAL MANAGEMENT, ANAND (IRMA)- No. 5th among the top Business Schools -Ref: October 2000 issue of "Business today"]].
- 1992 B.A (Economics), St. John's College, Agra