 **Rahul Jindal**

**Country Category Manager -April’20**

**Hewlett Packard**

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**Professional Synopsis**

Business Leader with 22 years of strong work experience in business transformation and brand building with global leading multinationals across diverse industries FMCG / Telco's / Mobile & IT Business. My strength lies in Driving growth & turning around highly complex and competitive businesses with high market share through Strategic and Innovative thinking. Leading & motivating cross-functional/cross-cultural teams across geographies.

**Strategic Expertise**

**Business Strategy | Revenue Growth | P&L | Innovation Sales & Marketing | Channel Management| Product Management | Partner Management | New Market Development |Team Management |**

**Career Snapshot**

**Hewlett-Packard India Sales Pvt. Ltd, Since April’2008 to April’2020.**

**Country Category Manager- HPS LaserJet Toner cartridge May’19 till April’20.**

**Business Management:**

* Deliver to budget – Revenue, Margin, and Week of stock & Product Mix.
* Drive Sell-Thru plans with RTM Organizations in line with Supplies pull model framework – grow share.

**Category Management:**

* Strengthen control and consistency of 4P execution.
* Optimize data analytics and insights to take better informed decisions – drive initiatives.
* Design and drive new customer acquisition & retention business models – in the Omni Channel environment.

**Anti-Counterfeit:**

* Protect and grow business in Enterprise and Public-sector from illicit product offerings.
* Assist customers to arrange validation of suspicious product deliveries (CDIs).
* Prevent unauthorized resellers from winning public or private tenders by "offering HP toners or inks" by having close watch on GeM portal.

**KEY RESULT AREAS / ACHIEVEMENTS**

* Improved Gross Margin in the business by 5% Pts by playing on product mix
* Successful Launch worlds 1st Laser Tank Toner printer.
* Implementation of RFID Project on Toners another Worlds 1st in hp.

**ZSM- North (Delhi, Haryana, UP, UK, Greater Punjab), May’17 – May ‘19.**

* Strategizing , Implementing & leading a team to achieve Sales plan to increase Sales Revenue, Profitability, Pipe mix and Market share in all categories.
* Maintaining business health by driving key business Indicators:
  + Appointing the new channel partners & continuing with the right ones from the past lot.
  + Entrusting confidence in the channel & end customer space by organizing channel meets/ workshops and service camps to gain channel and customer mind share towards Original cartridges.
* Handling a team of 2 RSM and 7 ASM to drive Retail distribution, Govt, SMB and Corporate business.
* Driving team to sign new accounts in SMB, Enterprise space & GeM (Govt.e Marketplace) & Win back.
* Maintain and increase Supplies connect by reviewing installed base and tracking original share trend in enterprise plus driving MVC in new and existing hardware accounts.
* Increasing Width and Depth in channel and exploring new Channel- OCS & stationary stores.

**KEY RESULT AREAS / ACHIEVEMENTS**

* North Zone was declared Best Supplies Zone in the country for FY’18-FY’19.
* Government business grew 70% YOY in FY’19.
* Added 36 New Enterprise accounts in 2h’19 in the Enterprise space.

**ZSM- North 2 (UP, UK, Greater Punjab, MP- CG & Rajasthan) Nov’14 to April’17**

* Handled a team of 6 ASM’s, to drive Retail distribution, Govt, SMB and Enterprise business.

**KEY RESULT AREAS / ACHIEVEMENTS**

* Consistent Achievement of Budget >100% 6 times out of 10 QTR’s.
* North Govt. business became the fastest Growing business in the country in FY’15-FY’16.
* Cracked one of the biggest single order Toner Deal of .05 million USD in MP – with MP Police -CCTNS.

**RSM Consumer Notebooks – Andhra Pradesh & Telangana, May’13 to Oct’14**

* Implementing Sales plan to increase Sales Revenue, Pipe mix and Market share in all categories.
* Handling a team of 3 Area Sales Managers.
* Setting & reviewing daily / weekly & monthly FOS & Partner tgts for sellout and sell through.
* Conducting regular FOS & In-Shop Promoter sales reviews & training programs for in house team and Channel partners to understand the Products, plus ensuring in store compliance in terms of brand Hygiene & experience.
* Evaluation of competition sales promotion schemes vis a vis to our schemes and designing promotion schemes, in line with the Annual Business Plan.
* Increasing Printer & Accessory connect in HPW & increasing width of partners for accessories in Mkt.
* Engagement with LFR & growing business with Consumer Durable & CE partners–eg. Bajaj Electronics.
* Making judicious use of Marketing Activity budgets to increase sales out, creating product awareness and maintain healthy business Relations with store personnel & Retail partners.

**KEY RESULT AREAS / ACHIEVEMENTS**

* **Conferred with “Leading the way Award” in 2014**.
* In AP & Telangana our Notebook share till March’13 was <10%, market share in GFK July- Sept’14 report was 32%, we were market leaders in Consumer Notebooks.
* In Q1’14 Andhra won all the Notebook sales contests & were awarded – Rockstar Award.

**RSM -Delhi -PPS Business- August’12 to April’13**

* Conduct business along with adhering to all parameters of business – MOP, Profitability, Stocks, high end Mix, achieving 100% scores in store audits and finally achieving Quota.

**KEY RESULT AREAS / ACHIEVEMENTS**

* **Conferred with “President Award” in 2012. Highest Sales Award in Hewlett Packard Worldwide.**
* Increased our HP World Retail footprint in Delhi and specially in Nehru Place to 4 stores, maximum by any player (Nehru Place is the biggest IT market in Asia).
* Grew the Retail business of Delhi YOY 20% & sequentially 5%.
  + Attained market leadership in Notebooks in H2’12 in Delhi.
  + In Nehru Place, with 4 HP World stores we had the highest visibility and market share.
* Awarded the Best State with Highest ASP and Best Retail Hygiene for the year H2’12.

**RSM – Delhi - Haryana Business- June’11 to July’12.**

* Handled a team of 6 Area Sales Managers, 4 in Delhi and 2 in Haryana.

**KEY RESULT AREAS / ACHIEVEMENTS**

* In Q2’11 Haryana monthly notebook business had reached to its lowest level, we were No.3 player in the state. In a period of Six months, we became the market leaders in Haryana in computing business with a market share of 31%.

**RSM Retail Consumer Business- Delhi, Haryana, MP-CG - May ’10 to May’11.**

* Maintaining business health by driving key business KPIs.
* Aligning partners with Company goals plus ensuring an environment which enhances the purchase experience and reason to buy from HP World’s, helping them in better ROI.

**KEY RESULT AREAS / ACHIEVEMENTS**

* North-1 was awarded as the best Zone in the Country in H1’11 for being the best in- sales performance, Hygiene audits, ASP achievement.
* With Focused Retail approach, Retail sales increased by 35% in Haryana and 25% in Delhi, Madhya Pradesh & Chhattisgarh.
* In the first three months HP World footprint grew by 100% in the region.

**RSM Haryana Business - May’09 to April ’10**

**KEY RESULT AREAS / ACHIEVEMENTS**

* Awarded best State for “Outstanding contribution to Personal System Group- Consumer business in the Channel Inventory Management” during H2’09 for Haryana.

**RSM Delhi Business- – May’08 to April ’09**

**KEY RESULT AREAS / ACHIEVEMENTS –**

* In a span of 2 Quarters Market Share grew by 6 % reaching 40%.
* During the first Six months of Joining, I was rewarded, on my region’s sales performance & maintaining business model compliance while handling Delhi in H2’08.

**Samsung Mobile**, Feb’07 – Apr 08 as **Area Business Manager,** for Delhi

* Formulating & Implementing Sales strategies to increase Sales Revenue, Profitability & market share.
* Analyzing Competition and Samsung product specs to create a sales pitch to ensure higher sales and focus on higher ASP models leading to business growth and strengthening healthy business Relations with store personnel & Retail partners.
* Structuring & implementation of Call route plans for Sales Officers, Executives and Merchandisers for effective outlet coverage and upkeep visibility as per guidelines.
* ***Selection of right potential partner and smooth running of SMPP- Samsung Mobile Privilege Partner program (a Semi Branded outlets) in Delhi.***

**KEY RESULT AREAS / ACHIEVEMENTS**

* Increased Overall Market share of Delhi from 3% to 8.5% in terms of volume of Handsets. In case of Handsets with Camera it reached 10%.
* Worked on reducing the delivery time of Handsets to Dealers in Delhi market – same day delivery.

**Idea Telecommunications Ltd**, as ***Manager Market Communications****,* Rajasthan, Mar’06 – Nov’06.

Instrumental in the successful launch of services of ***Idea* Telecommunications Ltd** in Rajasthan.

* Planning and formulating market communication strategies for the circle, in terms of Below-the-Line activities and Above-The-Line activities in line with the Annual Operating Plan.
* Took a lead in doing tie –ups with reputed companies to acquire fresh customers and churning competition subscribers. e.g.: Tie-up with BPCL-Speed, Sify broad band.
* Budget forecasting and planning of Marcom activities, negotiating & liasioning with vendors.
* Selecting the right communication element as per the need of the outlet & Product Category.

**Reliance Communication Ltd,** **Assistant Manager** Jaipur, Rajasthan, Oct ’02 – Feb ’06

**Retail Visibility & Outdoor Visibility**

* Enhancing Visibility at Retail Channel, Reliance retail stores across Rajasthan through need based visual merchandising inputs & also decorating them during events and festivals.
* Handled Complete Outdoors for Rajasthan for more than 2 years, preparing media plan, selection and negotiations of sites, keeping in line with sales & distribution plan.

**Marketing Tie-up & Customer Retention**

* Conceptualization and execution of activities to reinforce schemes & enhance revenue at optimum costs e.g. Home delivery of Calling Cards & Good morning activity at corporate using Reliance network.
* Initiated a monthly magazine for all Post paid Subs & Channel Partners "RIM TALK" providing information on all the latest happenings on RIM.

**KEY RESULT AREAS / ACHIEVEMENTS**

* Awarded certificate from**, Head Sales & Marketing-India**, for being an instrumental support from Marketing in making **Rajasthan No.1 during SEP 3,** an all India Sales & Marketingcontest.
* Designed and developed Mobile RIM road show van, providing Reliance Web World experience on the move. ***Van was inaugurated by then Chief Minister, Rajasthan Smt. Vasundhara Raje Scindia.***
* Orchestrated **RIM Dainik Bhaskar Star Of Rajasthan & Voice Of Rajasthan**. Grand Finale was telecasted on **Sony TV.**

**ITC Ltd** as ***Area Executive*** (Trade*, Marketing and Development Operations*), Nov’00 to Oct’02 handling Territories in Punjab and Jammu.

* Planning and Controlling Sales as well as Designing Distribution plan in the assigned territory to obtain sustained competitive advantage leading to better coverage at optimal cost.

1. Distributor Management in terms of ROI, Claim settlement, Market coverage, Review process – to develop an efficient environment.

**KEY RESULT AREAS / ACHIEVEMENTS**

* Initiatives/ Activities undertaken to bolster sales saw business growing from Rs.60 lacs to Rs.75 lacs & Market share increasing by 4% from 21% to 25% in Value.
* Implemented an idea to collect empty packets from the market and re-packing them with cellophane sheet to Increase facings of brands in the market.

**Cadbury India Ltd. as SALES OFFICER,** Delhi, (May’98 To Nov’ 2000)

* Achievement of sales and distribution targets in the designated territory.
* Complete Distributor Management in terms of FOS hiring, Training, Claim & RODS settlement, Merchandising at Outlets, Market coverage & ROI.

**KEY RESULT AREAS / ACHIEVEMENTS**

* Awarded a certificate from *Director, Sales and Marketing*, ***Cadbury India Ltd.***, for the successful launch of ***Milk Treat*** chocolate and for good knowledge of retail trade.
* Adjudged as **No 1** sales person in the launch of **Milk Treat & Relish Chocolates**.

**EDUCATIONAL QUALIFICATION**

Post Graduation: PGDBA (Marketing) from G.S.B.A, Ghaziabad (1996-98).

Graduation: B.Sc. from H.N.B, Garhwal (1992-95).

**PERSONAL DETAILS**

# **Date of Birth Gender Nationality Languages known**

9th Feb.’ 75 Male Indian English, Hindi

**Rahul Jindal Date:**