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**Mahesh Kanchan (To be in Bold)**

Vice President Marketing,

Carlsberg India

Mahesh possesses over two decades of experience across the FMCG industry. Currently, he serves as the Vice President (Head) of Marketing at Carlsberg India, where he holds the complete Marketing, P&L and On-Trade Sales responsibility for a Gross sales of INR 3735 Crore and marketing investment of 150 Crore. He has been instrumental in making Carlsberg India the fastest growing alco-bev company in India basis a focused power brands (Tuborg & Carlsberg) strategy. Tuborg became the No. 2 brand in 2016, Carlsberg moved from No. 11 (2014) to No. 6 rank in 2016, and No. 5 in 2017.

PLEASE USE THIS PAGE FOR THE CANDIDATE’S PROFILE SUMMARY. Please use the font as Calibri and font size as 12. Text to be justified. A purple and black half circle

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**Personal Data:**

Date Of Birth : Date Month Year

Nationality : India

Location : Delhi NCR

Languages : English and Hindi

**Educational Data:**

1997 : Jamnalal Bajaj Institute of Management Studies, Mumbai

Masters in Management Studies (Marketing)

1992 : Narsee Monjee College of Commerce, Mumbai

Bachelor of Commerce (Financial Accounting)



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***Company Profile:*** *Please use Calibri 10 as font and this text should be kept in Italics.*

***Key Responsibilities:***

* Please add the pointers here with font as Calibri 12 (this text is already in that format).

***Key Achievements:***

* Please add the pointers here with font as Calibri 12 (this text is already in that format):
  + A sample of how sub-pointers can look like



***Company Profile:*** *Please use Calibri 10 as font and this text should be kept in Italics.*

Please use this space to write some generic information if necessary

***Key Responsibilities:***

* Please add the pointers here with font as Calibri 12 (this text is already in that format).

***Key Achievements:***

* Please add the pointers here with font as Calibri 12 (this text is already in that format):
  + A sample of how sub-pointers can look like

***Company Profile:*** *Please use Calibri 10 as font and this text should be kept in Italics...* 

Please use this space to write some generic information if necessary

If you are sub-dividing the role to speak about different experiences under this, please use the following distinction along with the text formatting

(Month year – Month year)

**DESGINATION IN ALL CAPS AND BOLD – FONT SIZE REMAINS 12**

Location

**Brands:** Blue Band, Flora, Astra, Marmite and Kissan (This is a sample for brands if at all required)

***Key Responsibilities:***

* Please add the pointers here with font as Calibri 12 (this text is already in that format).

***Key Achievements:***

* Please add the pointers here with font as Calibri 12 (this text is already in that format):



Location Preference : Delhi NCR

CTC\* : INR x.x Crore fixed + INR xx Lakhs variable.

Contact Details : +91 87435 94384, fkgjfk.dfsd@gmail.com  
 *\* As reported by the candidate.*

2019 : **London Business School**

‘Leading for Results’ Program

A Leadership Development Program focused on

Strengthening market positions & accelerating growths

Excelling in execution and creating a winning culture

1992-1994 : **Indo-German Training Centre, Mumbai**

Diploma in Business Administration

* Sponsored by Bayer (India) Ltd, with 2/3rds of training being on the job.
* Course under the aegis of Indo-German Chamber of Commerce.
* Training content developed by Deutscher Industrie – und Handelsta (Association of German Chambers of Industry & Commerce).



You can choose to remove the table if it is not required. Please note the following language and text is just for reference.

| **Candidate Name** | **Commercial Mindset** | **Execute and Own** | **Adaptability quotient** | **Walks the Talk** | **Ability to innovate** | **Inspirational Leadership** | **Stakeholder Management** | **Customer**  **Orientation** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Mahesh Kanchan** | **8.5** | **8** | **7.5** | **8** | **7** | **8** | **8.5** | **8.5** |

As a person, Mahesh is extremely open to new possibilities, highly approachable and has excellent communication skills. He is an inspirational leader with a high clarity of purpose, who sets high benchmarks for himself and expects the same from his colleagues as well.

He sets high standards in influencing and aligning key stakeholders. He normally thinks out of the box and inspires the team to deliver stretch goals. He also believes in speed in decision-making and takes calculated risks. He believes in getting below the skin of the consumer and getting into the shoes of the customer and hence makes decisions which are pragmatic, and insight based.

**Reasons for recommending Mahesh for this role are:**

* **Commercial Mindset:** Mahesh demonstrates a strong capability to think holistically from a business standpoint.
* **Inspirational Leadership/ Ability to manage Stakeholders:** Mahesh possesses exceptional oratory skills, can galvanize and stir up emotions, and will bring in a feeling of positivity within the team.
* **Adaptability Quotient:** We found him high on his ability to adapt. He has toggled between sales and marketing effectively with a fair amount of success.

**Probe Areas:**

Mahesh’s ability to listen, take feedback, and course correct himself needs to be probed further. His ability to take ownership of his work will be high, as he comes across as someone who will be responsible, work independently and take ownership of his decisions.

\*Please note that the above assessment responses have been derived basis of multiple meetings with Mahesh and probing him on pre-decided factors to the success of the xxx role at xxxx. For further validation and a more precise output, we recommend carrying out an in-depth psychometric assessment test.

\*Please note that the above assessment responses have been derived basis multiple meetings with Mahesh, and probing him on pre-decided factors to the success of the CCO role at FieldFresh. For further validation, and a more precise output, we recommend carrying out an in-depth psychometric assessment test.

<https://economictimes.indiatimes.com/markets/stocks/news/next-milestone-to-be-free-cash>

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