

**Flawless combination of expert qualifications and performance – Top Management Executive, functioning as Director -India & MENA at Plugup Private Limited, India**

**EXECUTIVE SUMMARY**

- Dynamic, articulate and result oriented turnaround specialist with over 23 years of in-depth experience and an innate ability to excel in Management Roles. Refined exposure and experience in driving growth YOY, resulting in propelled ROI and revenue in the **Consumer Electricals Industry**.
- Recognized for setting the overall strategic direction of the company resulting in increased market share
- Known for undertaking new initiatives for heading profit center by optimizing the use of man and material, ensuring top-line growth and bottom-line profitability
- Proactive in nurturing & strengthening joint working relationships with clients/ strategic partners.
- Efficiency in using the TOC model for addressing and driving away all the constraints to address potential problems.
- Played a vital role in adding new revenue streams by reducing the costing of the product, balancing pricing of the products in major and niche markets along with identifying product segments for thrust areas.

**PROFILE & VALUE**

**Effective and accountable in high-profile executive roles:**

- Overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work ethics, and irreproachable integrity
- Known for driving business operations by determining performance improvement objectives, strategizing and devising effective procedures and policies

**Business Strategy & Turnaround Specialist:**

- Demonstrated expertise in managing restructuring and turnaround of the business, internal controls, process improvement and streamlining business operations
- Out-of-the-box-thinker, meticulous, tactful and diplomatic with the ability to manage problems logically and systematically in a professional manner along with initiating the go-to-market strategy.
- Developing and implementing the TOC approach to marketing to raise share and growth.

**Distribution Management:**

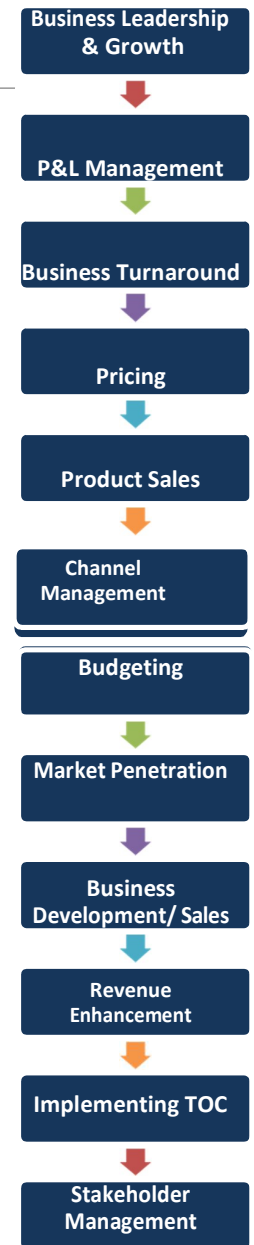
- Identifying and developing channel partners for achieving business volumes consistently and profitably
- Evolving strategies and activities to achieve the desired business objectives
- Promoting the usage of company products by maintaining cordial business relations with the Distributors

**Consistent record of delivering growth and revenue:**

- Driving business operations by determining performance improvement objectives and strategies
- Administering marketing and sales operations for achieving increased growth and profitability
- A go-getter, confident, a great facilitator and Change Manager with skills in developing good working relationships with employees and stakeholders within the organization

**Respect and Leverage Human Capital:**

- Motivating, mentoring and leading talented professionals; with expertise in building and motivating large teams that well exceed corporate expectations
- Innovative and results-driven senior manager focused on achieving exceptional results in highly competitive environments that demand continuous improvement
- Maintaining relationship with manufacturing, Laboratory, and technical departments to provide a complete understanding of and information to the client base



## PERSONAL DOSSIER

**DOB:** 12/10/1973 | **Languages:** English/ Hindi/Marathi/ Konkani (Mother Tongue) | **Address:** Flat no.1202, Wing C1, Integrated Kamal , Mulund Goregaon Link Road, Opp. Runwal Greens, Mulund West, Mumbai 400080, Maharashtra, India

## CAREER CONTOUR

**February 2021 – Present**

**Director – India & MENA | Plugup Private Limited , India**

*Managed a team for developing the business across PAN India and MENA region and for developing effective pricing strategies. Involved in managing the entire process from inquiries generation to final order phase. Recognized for setting product specifications and preparing product portfolio as required by the market for the marketing of the products through brochures and pamphlets.*

- Maintained a check on the quality of materials by conducting inspections at vendors' premises.
- Prepared the entire product segment for the company based on Market Intelligence.
- Carried out a pricing study for developing a profitable pricing strategy on new models to be introduced in the market
- Managed LED business that helped in increasing revenue and generating business for the organization

*Identify new opportunities (new markets, products etc.) for business expansion. Prepare the annual budget and guide the team to implement activities according to plan. Develop, maintain and improve operational efficiency to optimize revenue generation and maximize profitability. Track the financial health of the business and monitor costs regularly to identify any deviations against the budget and work with the team to implement corrective actions. Monitor and control cash flow and working capital. Meet key customers, establish a positive brand image and increase customer satisfaction. Ensure highest product and process Quality standards in the business and strive for Zero customer complaints. Ensure compliance with all statutory requirements. Set objective goals and evaluate performance of team members; Coach, train, mentor and develop the team.*

**Aug 2018 – Jan 2021**

**General Manager – Marketing | Radiant Middle East Trading FZE, Dubai, UAE**

Spearheading the entire sales and marketing operations for raising the budgeted sales. Established the entire business operations in the Consumer Electricals Business Unit. Recognized for generating an order bank of sales orders worth INR 200 Crores for 2019 – 20 by setting up tie-ups with corporate giants (Principals). Skillfully involved in the development of pricing strategy for the company in the West Asia markets.

- Raised the profitability of the company by identifying twelve new mega key accounts for the company.
- Ensured that the principal companies are represented in the Govt. Tenders across Western Asia.

**Jan 2009 – Jul 2018**

**Bajaj Electricals Limited, Luminaires Division, Mumbai, India**

*Jun 2016 – Jul 2018 | Chief Manager (Handled the Pre-Sales Function and Funnel Management)*

*Apr 2014 – Jun 2016 | Marketing – Assisting the President and Head – Lighting Business Group*

*Jan 2009 – Apr 2014 | Sales / Price Controller*

## PREVIOUS ASSIGNMENTS

Jan 2008 - Jan 2009	Manager	Pierlite India Pvt. Limited, Luminaires Division, Mumbai
Jan 2004 - Jan 2008	Senior Executive Marketing	Crompton Greaves Ltd., Luminaires Division, Mumbai
May 2002 - Jan 2004	Senior Executive Sales	Mahindra UGINE Steel Company Ltd., Mumbai
Sep 1999 - May 2002	Sales Engineer	Advani Oerlikon Ltd., Mumbai
Oct 1997 - Aug 1999	Sales Officer	Bettonville (India) Pvt. Ltd., Mumbai
Sep 1996 - Oct 1997	Sales Engineer	The Indian Link Chain Manufacturers Ltd., Mumbai

## ACADEMIC CREDENTIALS

**2001 | Masters in Marketing Management (M.M.M.)** from K. J. Somaiya's Institute of Management Studies, Mumbai University

**1996 | B.E. (Mechanical)** from Bhartiya Vidyapeeth College of Engineering, Mumbai University in 1996

**1996 | PG Diploma in Foreign Trade** from World Trade Institute, Mumbai