



Nimit Joshi

Marketing & brand leader across diverse consumer product categories. Thought leader & catalyst for marketing led growth.

Total work experience: 17 years including 8 + years in Senior management position

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2.6 years with Brilloca Limited

5.5+ years in Gionee India

1.5 Years with HCL infosystems

7 years in Advertising Agencies like Lowe Lintas, RMG David and Brandcurry

I have been an adman turned marketer with a focus on building resilient work teams, brands and hence businesses. I had worked on various categories like handsets, telecom, consumer durables, building material products, fashion and retail. My experience in working on these categories has provided me with numerous opportunities to build new customer franchisees & communities from ground zero. Be it telecom or consumer durables or building product identities, youth has always been my focus as the influencer TG if not the entire addressable TG in the categories. Last few years, the conscious focus has been to consolidate expertise in the digital branding and marketing space including the ecommerce & content collaboration space.

Professional traits: Self-driven leader focused on building resilient brands and businesses, ability to mobilize large matrix teams, Patience to persevere and align multiple stakeholders to shared objectives, mentor & motivator, ability to focus on short-term without losing long-term objectives.

Marketing

Dec 2018 – July 2021

General Manager Marketing, Tiles Division; Brilloca Limited

Responsible to launch and establish Neom Neo Modern Tiles by Hindware as a premium tile brand in the Indian market via Marketing. Also responsible for channel expansion.

- Conceived and created the brand identity and architecture for Neom Neo Modern Tiles by Hindware.
- Launched the brand in October 2019 and took it to 250 counters/dealers in India with a span of 18 months.
- Engaged in avenues where brand got noticed by the influencers – Architects and Interior Designers
- *Launched 5 brand stores* in the first year of operation
- Brand *turnover 53 crores* in first year of operation.

June 2013- | Dec 2018

Head Marketing, Mobile Phones, Gionee India

Led all aspects of Marketing, go-to-market: Product proposition, TG selection, 360 communication, Media selection, planning & Implementation, Retail Consumer experience, Activations, PR & market research, budgets.

Additional Responsibilities – Business Head -E-Commerce and Regional Head South India

Highlights

- Launched Gionee Mobiles in India as Head Marketing in the year 2013 and made it one of the *most prominent brands* in the highly competitive Handset Market in India.
- Developed multiple multimedia campaigns like
Gionee A1 Selfiestan
- <https://www.youtube.com/watch?v=kZk-UsDUiFE&t=38s>
<https://www.youtube.com/watch?v=tgZxKh1vsG8>
Hello India – Every 7second gionee sells a phone in india
<https://www.youtube.com/watch?v=voC6-6i4Q-I>
Gionee Rebranding with KKR
<https://www.youtube.com/watch?v=JDPBWauBxps>
Gionee S6S – Selfie Flash with Alia Bhatt
<https://www.youtube.com/watch?v=eIZdSWtDT3E>
Gionee Marathon – Always In Power
<https://www.youtube.com/watch?v=5ZJPrisSYNg>
Gionee E Life – Do More With Less

<https://www.youtube.com/watch?v=5ZJPrisSYNg>

for the brand as per the business objectives and gave positive impact on all the brand health parameters and market share.

- These campaigns cemented the brand's ownership in design, camera and battery in the category.
- The brand has gained confidence of **20 million patrons in 5 years** and a **market share of 6% by value in the first 3 years** of operations.
- Driven the **Go-to-market** for the brand which covered a **retail footprint of 80K shops**
- Managed the **brand sponsorships in sports**, by associating with **Kolkata Knight Riders** and **Royal Challengers Bangalore** in **Indian Premier League**. Also associated with **Shillong Lajong** in I-League as a title sponsor. Saw the potential of Kabaddi as a marketing platform and associated with **Premier Kabaddi League** in the year 2015 and 2016 as a sponsor.
- **Used music as a youth passion point** to connect with youth and **sponsorships of Supersonic and Sunburn were done.**
- **Roped in youth icons** like **Alia Bhatt, Virat Kohli, Prabhas , Diljit Dosanjh and Dulquer Salman** as brand ambassadors for the brand.
- **Executed the brand identity change** in 2016 for the brand in the Indian market.
- Gionee has **been recognized thrice as the brand with the most buzz** on digital by Afaqs for three consecutive years 2014/15/16.
- Instrumental in getting IPG Media Brands as Media/Digital AOR and Mullen Lintas and creative agency.
- **Mobile first strategy** was implemented for digital media investment in the year 2016.
- Gionee was the second most talked about brand during the IPL 2017.
- Worked as **sales director for South India** in the year 2014 -15 and contributed of 500 crores of turnover from the region.
- Drove **the Ecommerce business for 2015-16 and contributed 50 crores** of sales from these channels. **Managed relationships** with the category teams at **Amazon, Flipkart and Snapdeal.**
- Oversaw the department-wide **transition into the use of retail app** in order to consolidate and modernize the sales team's work output.
- Turnover of Brand Gionee : **2013 -14 - 500 Crores , 2014-15 -2750 Crores, 2015-16 - 2250 Crores , 2016-17 – 4300 Crore.**

Sep 2011 – June 2013

Brand Manager, HCL Infosystems

Highlights:

- *Worked as a Brand Manager* for HCL Infosystems and handled categories like computing hardware and tablets in consumer space and IT services in B2Bspace.
- *Managed a team of 5 members* and was responsible for the Brand /Marketing Calendar for the computing division of the company.
- *Achievements Successful launch of Me Tablets* for HCL which *owned 10% of the market share* in the first year of the launch.
- HCL Tablet Launch TVC www.youtube.com/watch?v=JizmddLIMJU
- *Effective use of Digital/Cyber Platforms in the B2B space* for IT services.
- *Handled a Media Budget of 18 crores* for the company.

Advertising

May2005 – Sep2011

Brand Services Director, Lowe Lintas

Brands Handled :- LG electronics, Greenply, Nokia, Somany Tiles, John Miller, Bare and DJ&C. Responsible for both creative work quality and timelines as well as the revenue from these brands

Highlights:

- **Achievements** Handled LG the biggest portfolio for the Gurgaon office during 2005 -2008 which contributed 50% of the revenues of the Gurgaon Office.
- **Inventive Thinking, Happy Eyes, Touche and Decade full of Happiness** are some notable campaigns for LG.
- Worked on Greenply Plywood and Greenlam Laminates and was part of the team which worked on **Chalta Rahe** campaign
- Launched John Miller with **the Good Looking Rascal campaign.**
- Launched DJ&C an apparel brand in affordable segment for future group with the campaign **Look Famous**
- Relaunched Somany Tiles with **Kuch Nahi Bigrega** campaign.
- Selected to work for My First Nokia a project of Lowe Singapore office

Account Executive -Brand Curry – May2004-May2005

Joined a start-up as one of the founding members of the agency and worked as a core member of the start-up team.

Achievements

- Was part of the team which worked on various pitch wins which included Nirulas, Hero Mopeds, Vertex, Chaddha group and Daawat Basmati.
- Relunched Hero Mopeds with Kamyabi Ka Humsafar Campaign.
<http://www.youtube.com/watch?v=Bm23i8NO3HA>
- Created a BTL activity Daawat Baba for Daawat Basmati rice which was a game changer for the brand.

Management Trainee RMG David - *Sep 2003 -May 2004*

- Worked as a management trainee on LG GSM phones and was part of the team which launched the mobile phones for LG in India with the campaign "Let's talk".

Awards and recognitions

- Ranked in Top 50 CMOs by Pitch Magazine in 2016
- Top 50 content creators in 2017 by Paul Writers

Business School Speaker

Have taken sessions as a speaker on brand marketing in the following campuses

- IIM Ranchi, IIM Kashipur ,IIM Udaipur ,MDI Murshidabad ,IMT Nagpur and Jaipuria Institute Of Management ,Noida

Entrepreneurial Advisor

Libra International Limited – Advised Director for distribution and brand repositioning in the year 2018 .

Garrud – Mentoring the founders of Garrud a SaaS based intracity logistics company for growth marketing. In 6 months, the company is valued at 7Million US\$.

Academic Qualification

- MBA in Marketing from Kumaun University, Nainital ,2003
- B Com from Kumaun University, Nainital ,2000
- Intermediate from UP Board, Allahabad ,1997
- High School from UP Board, Allahabad ,1995