



DARSHAN MEHTA

Zonal Sales Manager – Empire Home appliances Pvt Ltd (GEM Brand appliances)

OVERVIEW

- ❑ **A result oriented seasoned professional** with experience of **nearly 29 years** into Sales & Business Development.
- ❑ Distinction of handling team and attaining proficiency in developing new markets, establishing business tie ups & achieving the targeted process goals across large business houses.
- ❑ **Expertise in working closely with business groups** to integrate future technology with Business strategies to help transform organization in the intricate industrial dynamism.
- ❑ **Effective communicator** with skills in interfacing with clients, suggesting viable strategies, cultivating relations with them for securing repeat business and achieving higher customer satisfaction
- ❑ **A visionary, with expertise** in Strategic Planning, New Set ups, Operations, HR Management & Team development.

PROFILE & CORE VALUE

Effective and accountable in high-profile executive roles:

Overcome complex business challenges and make high-stakes decisions using experience-backed judgment, strong work ethic and irrefragable integrity.

Corporate Strategy & Development Specialist:

Characterized as a visionary, strategist & tactician. Consistent record of delivering results in growth, revenue, operational performance, and profitability.

Consistently deliver Mission-Critical results:

Driven by a visceral “hard-wired” need to strategize and to innovate. Gifted with the vision, determination, and skills needed for high-level revenue-building strategies and tactics.

Strong orientations in Operations:

Participating in high level operational initiatives, including process reengineering, turnaround management, and reorganization. Function as an innovative marketer using instincts, insight, judgment and timing to succeed on tough deals.

Respect and Leverage Human Capital:

Motivating, mentoring and leading talented professionals. Living the culture and leading by example. Directing cross-functional teams using interactive & motivational leadership.

CAREER GRAPH

Presently associated with Empire Home appliances Pvt Ltd (GEM Brand appliances), Based at Ahmedabad – Gujarat.

Handling (Maharashtra, Gujrat, Rajasthan, MP, Chhattisgarh & Orissa) since October 2022.

Product Range :- Direct cool Refrigerators, & Semi automatic Washing machines etc.

Key Responsibilities

- ✓ To make sure of Business Plan Achievement.
- ✓ To handle Sales, Profitability & Distribution Strategy.
- ✓ To set up and expand the existing channel for evaluate channel contribution and productivity.
- ✓ To maintain inventory and control over dues.
- ✓ To track and monitor market share and execute promotional plans.
- ✓ To manage team performance and ensure manpower productivity.
- ✓ To co-ordinate with Core Team like HR, Sales &Admin, Value chain heads, R&D, Logistics, Commercial and Manufacturing units.

Key Achievements

- ✓ Joined VOLTAS group as Zonal Sales Manager for Maharashtra, Gujarat, Rajasthan ,MP ,Chhattisgarh & Orissa in April 2020
- ✓ Onboarded 3 Mega Distribution Hub at Gujrat, 2 Maharashtra , 3 at Rajasthan and 1 at Orissa
- ✓ Maintained MOP to increase the profitability of the trade
- ✓ Played a pivotal role in achieving business & increase bottom line by 100%
- ✓ Monitor distributors efficiency, effective support for market coverage. Distributors overhead expense, profitability (ROI), Track on delivery from distributor to consumer.
- ✓ Ensuring availability of products through timely forecasting for imports & interaction with cross functional departments by overall monitoring and reviewing placement of brand and presence in the territory.
- ✓ Ensure timely submission of required data/reports & maintenance of accurate records, statistics & database of account information, handling Modern Retails queries on new business development.

CAREER GRAPH

Presently associated with VOLTAS LIMITED (TATA GROUP), Based at Ahmedabad – Gujarat. (West MG Region) since April 2015.

Product Range :- Air conditioners, Cassette ACs, Tower ACs, Water Dispensers, Commercial refrigerators, Air coolers, Domestic Refrigerators, Washing machines, Dishwashers, Microwave etc.

Key Responsibilities

- ✓ To make sure of Business Plan Achievement.
- ✓ To handle Sales, Profitability & Distribution Strategy.
- ✓ To set up and expand the existing channel for evaluate channel contribution and productivity.
- ✓ To maintain inventory and control over dues.
- ✓ To track and monitor market share and execute promotional plans.
- ✓ To manage team performance and ensure manpower productivity.
- ✓ To co-ordinate with Core Team like HR, Sales &Admin, Value chain heads, R&D, Logistics, Commercial and Manufacturing units.

Key Achievements

- ✓ Joined VOLTAS group as Regional General Manager for Gujarat, MP & Chattisgarh in April 2015
- ✓ Awarded & Felicitated as Best RBH across PAN India in 2021.
- ✓ NPD Launch of VOLTAS BEKO Products in 2018 by Appointing High Value Distributors across Territory.
- ✓ Played a pivotal role in achieving business & increase bottom line by 100%
- ✓ As a GFK market share, from 4.5% to 13.8 % in Gujarat.
- ✓ As a GFK market share from 17% to 26% in MP and Chattisgarh.
- ✓ Channel expansion, 55 billing point to 135 billing point in Gujarat and MPCG 67 to 124.
- ✓ Growth over last year 40% in Gujarat and 25% in MPCG

- ✓ Ensure timely submission of required data/reports & maintenance of accurate records, statistics & database of account information, handling Modern Retails queries on new business development.
- ✓ Ensuring availability of products through timely forecasting for imports & interaction with cross functional departments by overall monitoring and reviewing placement of brand and presence in the territory.
- ✓ Managing correct execution of sales, discounts, trading, and credit terms determined by the company. Monitor & minimize the level of Dam rage to the goods.
- ✓ Monitor distributors efficiency, effective support for market coverage. Distributors overhead expense, profitability (ROI), Track on delivery from distributor to consumer.
- ✓ Developed new network & focused on SSD, achieved all time highest growth in 5 Star & Inverter categories.
- ✓ Handling turnover more than 800 Cr.
- ✓ Appointed 16 brand shops in the Region.
- ✓ Maintained inventory and controlled over dues.
- ✓ Focused on BTL activities to increase the extractions.
- ✓ Maintained MOP to increase the profitability of the trade.
- ✓ Developed new OEM's like Amul,Havmor,Vadilal,Sheetal Ice Cream,Ramani, Rajhans (schimten chocolates)
- ✓ Achieved all time high sales figure of last 5 years in commercial refrigeration products.
- ✓ Successfully appointed 10 distributors in Air coolers in Gujarat and 8 in MPCG. Advance collection taken of Rs 12 crore for Air coolers.

WITH VIDEOCON GROUP

- ✓ Joined the group as Sales Officer, Ahmedabad in Oct. 1997.
- ✓ Promoted as a Sales Executive, Ahmedabad in April 1998.
- ✓ Promoted as an Asst. Manager Sales, Ahmedabad in April 2001.
- ✓ Promoted as a Branch Manager for Sansui Brand, Ahmedabad and given charge to handle entire Gujarat in 2005.
- ✓ Rejoined Videocon Group in March, 2009 as a Circle Head (Regional Manager), Operations for Videocon D2H and handled complete Gujarat and Rajasthan.
- ✓ Promoted to Zonal Business Head(Sales Head) for Gujarat and MP for all 5 brands (Videocon, Sansui, Kelvinator, Kenstar and Electrolux) in May 2010. Due to outstanding performance and excellent achievement handled for the group as a whole.
- ✓ Assigned responsibilities as a Regional Manager- Gujarat for Mother Brand –Videocon in January– 2011.
- ✓ Best Regional Manager Award Received for consecutive years 2011 & 2012 in Gujarat.
- ✓ Highest Growth given in Air Conditioner Category 52% Growth and YPD 54% Growth for Videocon, in Gujarat.
- ✓ Developed new network & focused on SSD, achieved all time highest growth in 5 Star categories.
- ✓ Placement of complete product range of Air conditioners in leading counters of Gujarat.
- ✓ Since July'13 achieved highest growth in SANSUI & KELVINATOR – All Categories in the East Region.
- ✓ Increased the Market Share from 1.3% in Jan'13 to 4.1% in Dec'13.
- ✓ Increased East Region Gross Profitability from 7% in Jan-Dec'12 to 16.9% in December 2013.
- ✓ Highest growth in the East Region from Year 2013 to Year 2014 i.e. 64% over last year.
- ✓ Best Regional Manager in the East & South India for Year – 2013 & 2014.

Videocon Industries Ltd –RM East Region (West Bengal, Odisha, Assam & North East + Bihar & Jharkand)

Given the opportunity to increase Market share of Sansui & Kelvinator in the East region as per the last performance & held responsibility to look after East Region as Regional Manager. Since, May'13 till Present.

- ✓ Handling turnover moreover than 300 Cr.
- ✓ Managing direct manpower of 125+ & indirect manpower of 250+.
- ✓ Managing 450+ Direct Trade Partners.

Key Responsibilities

- ✓ To make sure of Business Plan Achievement.
- ✓ To handle Sales, Profitability & Distribution Strategy.
- ✓ To set up and expand the existing channel for specific brands and evaluate channel contribution and productivity.
- ✓ To maintain inventory and control over dues.
- ✓ To track and monitor market share and execute promotional plans.

- ✓ To manage team performance and ensure manpower productivity.
- ✓ To co-ordinate with Core Team like HR, Sales & Admin, Value chain heads, R&D, Logistics, Commercial and Manufacturing units.

Major Breakthroughs:

- ✓ Ever highest Sale and Collection during festival Season (Durga puja & Diwali) for 2013 & 14.
- ✓ Successfully ensured Channel correction as per company guidelines, ensuring a 15% reduction in Distributor Dependency, and 12% reduction in Top 10 Party Dependency in the Region.
- ✓ Growth in terms of Sales & Collection and Business hygiene since June'13.
- ✓ Increased the Market Share from 1.1% in Jan'13 to 4.1% in Dec'13.
- ✓ Increased the Market Share from 4.1% in Jan'14 to 5.2% in Dec'14.
- ✓ Moved to direct dealer network from distribution for Sansui.
- ✓ Opened 243 New Direct Dealers in the East Region from Year – 2014 till date.

Videocon Industries Ltd –RM West G (Gujarat + Madhya Pradesh)

Since May'10 till Dec-10 Headed Gujarat & Madhya Pradesh and after reassigning of territory as per Management decision Given Charge of Gujarat Region as Regional Manager till May'13.

Handled the Target of 1050 Crs Against which achieved turnover of 947 Crs.

Bharat Business Channel Ltd: Regional Head (Videocon-D2H – Gujarat & Rajasthan) -Mar'09-April'10

- ✓ Successfully handling of Pre-launch and post-launch of DTH services under brand name Videocon –D2H, World's First unique Satellite LCD& Satellite CTV.
- ✓ Best performance among all India from Launch till working.

Kitchen Appliances India Ltd (Sansui-Kelvinator), Ahmedabad

Sep-04-Feb-2009 Sr. Branch Manager

Kitchen Appliances India Ltd (Sansui-Kelvinator), Ahmedabad

1997-2003 Assistant Manager–Sales

1997-99 Sr. Officer –Sales

**MAJOR ACHIEVEMENTS
WITH VIDEOCON GROUP**

- ✓ No,1 Sales Executive award 1999-2000
- ✓ No.1 Asst. Manager. Award in 2002-2003 in Sansui
- ✓ No.1 Branch Manager award in 2005 for Sansui
- ✓ Best ZBH award for year 2010 (Jan- Dec)
- ✓ Best RM award for the year 2012
- ✓ Best RM award for the year 2013
- ✓ Best RM award for the Year 2014

Baron International Limited, Mumbai

1996-97 Sales Officer

Vadilal Enterprise Limited, Ahmedabad

1994-96 Sales Representative

Brooke Bond Lipton India Limited, Ahmedabad

1993-94 Sales Representative

ACADEMIC CREDENTIALS

1996 PGDM in Marketing & Sales from Dr. Rajendra Prasad Institute of Communication & Management, Mumbai

1993 B.Com, Gujarat University, Ahmedabad

PERSONAL SNIPPETS

Date of Birth: August 31, 1973

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Languages: English, Hindi, & Gujarati.