

PARINJAY GUPTA

Senior Director & Head FMCG

A multi-faceted strategist and professional with impressive success in setting the vision, direction & strategic plan for developing and amplifying business margin through long-term planning, targeting leadership role in **International Business / Profit Centre Operations / Sales & Marketing** with an organization of high repute for mutual growth

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CORE COMPETENCIES

- International Business Development
- Vision & Leadership / Go-To-Market Strategy
- Brand Development / Management
- Project Management & Execution
- Revenue Generation/ P&L
- Territory Planning
- Channel Management
- Strategic Alliances & Partnership
- Business & Operational Excellence
- Team Building & Organizational Development



SOFT SKILLS

- Decision Making
- Time Management
- Detail - oriented
- People Management



CERTIFICATION

- ❖ Executive General Management Certificate Programme, XLRI, India (2014)



TRAININGS/ WORKSHOPS

- ❖ HACCP Awareness Training (2012)
- ❖ Practical Category Management Workshop (2011)
- ❖ Wood Finishes Knowledge and Application Training (2008)



EDUCATION

2001

● **MBA** (Marketing & Human Resource Management) from National Institute of Management, Kolkata

1998

● **Diploma** in Hotel Management from NCHM&CT, Pusa, New Delhi

1998

● **B.Com.** from School of Correspondence, University of Delhi



PROFILE SUMMARY

- ❖ **A result-oriented, energetic professional** offering nearly **22 years** of experience in **International Sales & Marketing, Business Development and Channel Management**
- ❖ **Turnaround specialist** with excellence in **launching new business lines, establishing division from scratch**, increasing sales by multi-folds and growing top-line & bottom-line; augmented **4 distributors in Iraq** that resulted in **revenue growth of 10 million**
- ❖ **Growth Facilitator** with impressive success in setting the vision, direction & strategic plan for developing business, driving sales and amplifying business margin through long-term planning; increased the business by **30% in the last year and 90% in the Q1 of the year in Dabur**
- ❖ **Understanding of diverse international markets** as well as different models of business with expertise in mapping market trends to provide critical inputs for business operations initiatives and formulation of strategic & tactical strategies; strong understanding of various geographical areas such as **Malaysia, Levant, Oman, Iraq, South East Asia, North Africa, based at Morocco, and so on**
- ❖ **Performance-driven professional** with expertise of augmenting business, penetrating new markets for business excellence and introducing new products; contributed to AED 30K of sales in the last year in Dabur International
- ❖ **Achievement-driven & high performance professional** with outstanding success in spearheading business operations with focus on top-line & bottom-line performance, cost control & highest customer satisfaction; reduced **stock levels in Malaysia from a historical 270 Days to 150 Days with a KRA** to bring it down to 90 Days
- ❖ Steered the area to a **positive conclusion with a 107% achievement** in three quarters (post-COVID months) for the Levant, Iraq, and SEA despite COVID; achieved a **PAT of 110% for the Levant, Iraq, and SEA**
- ❖ Strategist with **people management capabilities**; motivating & training a team of professionals while providing strategic advisory to all levels of the management functions



WORK EXPERIENCE

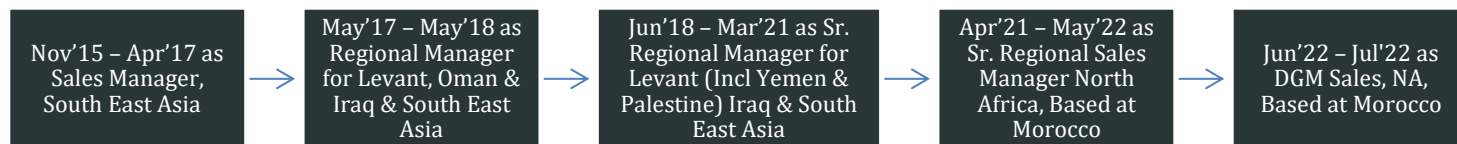
Since Jul'22 with Pacific Interlink Limited, based at Kuala Lumpur, Malaysia as Senior Director & Head FMCG

Key Result Areas:

- ❖ Driving business growth in terms of value, volume and market share by introducing new ideas & concepts
- ❖ Introduced hybrid models of Business in Nepal, Bangladesh, Cameroon and Madagascar to tide over Tariff Barriers and ensure smooth flow of business.
- ❖ Identified and engaged 3Ps to enable local production and thereby ensure a value based business.
- ❖ Revived old businesses in Yemen and Somalia basis discussions and performance based reward systems to the business partners.
- ❖ Conflict resolutions with past buyers.
- ❖ Robust introduction of NPDs like Translucent Soaps, Laundry Pods, UHT Milk, Bulk Pack Milk Powders, in Personal Care, Homecare and Dairy Divisions.
- ❖ Streamlined supply chain for the Dairy division to ensure a seamless operation.

Nov'15 – Jun'22 with Dabur International, Dubai

Growth Path:



Highlights:

- ❖ Supervised a team of four BDMs, based in Morocco, Algeria, and Malaysia
- ❖ Worked as a single operator in Levant with 5 managers
- ❖ Managed the Contract Manufacturing Initiative in Algeria
- ❖ Placed the product into 120 new stores- Caring, Watsons and non-chain
- ❖ Headed a team of 5 BDMs (1 Manager each for Yemen, Jordan, Palestine, Iraq, and South East Asia) for Levant
- ❖ Implemented and managed two critical distributor migrations, one in Iraq and one in Malaysia
- ❖ Rationalized business transition from quarterly to monthly ordering pattern
- ❖ Familiarized 14 NPDs across the region in one year, including getting statutory approvals

Aug'09 - Nov'15 with IFFCO, UAE / Kuala Lumpur

Growth Path:

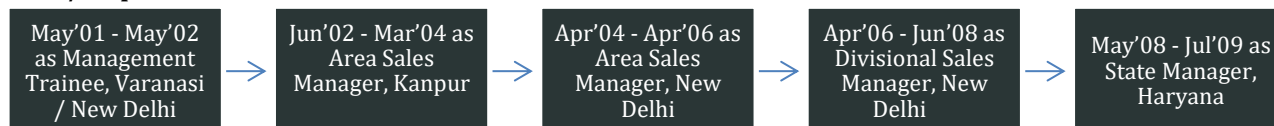


Highlights:

- ❖ Relocated to Kuala Lumpur to manage South East Asia and Russia Ice Cream Business
- ❖ Performed on the launch of London Dairy in Russia, Hong Kong, Vietnam & South Korea
- ❖ Launched the:
 - Premium Ice Cream Brand, London Dairy across Modern Trade in Malaysia, Indonesia, and Singapore
 - Products in Nigeria, Djibouti, Tanzania & Azerbaijan markets
- ❖ Managed the Sub-Saharan Africa and Middle East Asia ice cream export business
- ❖ Redesigned the product mix in Kenya and Jordan, increasing contribution by 18%
- ❖ Commenced 4 new markets in Sub-Saharan Africa and CIS
- ❖ Achieved 105% of the value sales budget

May'01 to Jul'09 with Berger Paints (I) Ltd.

Growth Path/ Deputations:



Highlights:

- ❖ Worked as the Sales Manager for the state of Haryana, which included the company's largest retail branch with a turnover of around INR 320 Million for the financial year 2007-08 and a second branch situated in Gurgaon with a revenue of approximately INR 180 Million
- ❖ Managed the Company's largest retail business, situated in Faridabad, with a turnover of INR 52 crores
- ❖ Reduced the dependence of Wholesalers from a 50% Salience to 39% Salience and recommended the establishment of an additional Sales Depot at Ambala- in the tenure of 1 Year
- ❖ Recommended by the Chairman of Berger Paints for outstanding service
- ❖ Managed two profit centers with turnovers of INR 170 million and INR 70 million in Delhi
- ❖ Supervised the "Lewis Berger Home Painting" Team in Delhi and NCR, with projects ranging from INR.50,000 to INR 7 Million and annual retail revenue of INR 30 Million
- ❖ Supervised the "Lewis Berger Home Painting" team in Delhi as part of the team that managed the transition from "Berger" to "Lewis Berger"
- ❖ Recorded YTD Growth of 18% by value and growth of over 100% in the Lewis Berger Home Painting Department

PERSONAL DETAILS

Date of Birth: 21st August 1977

Languages Known: English, Hindi, French (Elementary) & Bengali (Working)

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