

Deepak Malhotra

Passionate, Result Oriented Entrepreneurial leader with over 23 yrs. of exposure in Leadership Roles, P&L Management, Distribution Sales, Marketing, Strategic Planning & Pricing



: +91-9873230000 /+91-8802102230



: deepakmalhotra2000@yahoo.com

PROFILE SUMMARY

- **Established “Moser Baer” brand** in 2005-06 against International Brands like Samsung, Sony
- Having significant **exposure of comprehensive industry in emerging / high growth & competitive categories** – Telecom, IT Consumable in the Domestic Market
- Well, organized with evolving and executing strategies that reaches out to diversified markets for maximising **top line & bottom line profitability**
- A **strategist** with an expertise in **managing pan India sales & marketing operations** by ensuring optimal utilization of resources and objective to increase the revenue
- Possess accomplished qualifications in capturing market opportunities for accelerating **product launch / promotions and brand management activities**
- Proven abilities to drive revenue growth and proactively conducting opportunity analysis by keeping abreast of **market trends/ competitor moves, to achieve enhanced market-share**
- An effective communicator with honed **interpersonal, motivational and negotiation skills**

CORE COMPETENCIES

Sales & Marketing Operations:

- Identify prospective distributors, regional partners to ensure the availability of products and generate business by achieving profitability along with incremental sales growth
- Consistent market share leader in optical media and created opportunities for becoming a leader in flash product category. With a delayed entry in the segment reached market share of 15% in just 12 months

Business Development:

- Ensure monthly / annual sales targets & executing them in the given time frame by operations planning
- Monthly / weekly material forecasting with production teams
- Driving business growth through identification & penetration of new products, market segments to attain targets with a view to achieve revenue projections as per the Annual Operating Plan (AOP)
- Identify New Business opportunities / products / geographies to grow the overall pie of business as a de-risking strategy

Team Management:

- Recruiting, training, monitoring, mentoring, motivating & ensuring quality deliverables for the business
- Provide direction to sales team & ensured optimum performance and enhancing their professional skills to create an environment that sustains & encourages high performance
- Working cross-functionally with manufacturing and finance

Process Enhancement:

- Identified scope to use IT infrastructure for planning / managing changes to enhance efficiency in sales management; developed process flow, working practices, etc. for MIS which ensures quicker sales actions
- Implemented Service MIS reports / Analysis with an objective to offer quick resolution and ensured customer satisfaction.

ORGANIZATIONAL EXPERIENCE

October 2005- April 2019- Moser Baer India Ltd. (MBIL): A leading global tech-manufacturing company. Established in 1983, the company was one of the world's largest manufacturers of Optical Storage Media (CDs and DVDs)

“Manager to General Manager - served as a key member in the organisation and recognised for developing and conceptualizing the sales strategies for an IT Consumable product. Managed complete life cycle of the product category i.e. Blank Optical Disc from introduction to decline”

- **September’18–April’19 Moser Baer India Ltd. (Under Liquidation): Head Sales & Marketing**
- **September’17–November’18 Moser Baer Electronics Ltd. Subsidiary of MBIL: General Manager Sales & Marketing**
- **September’15–August’17 Moser Baer India Ltd.: General Manager Sales & Marketing**

- July '12- September'15 Moser Baer India Ltd.: Deputy General Manager Sales & Marketing
- June'10- July'12 Moser Baer India Ltd.: Asst. General Manager Sales & Marketing
- Apr'07 –May'10 Moser Baer India Ltd.: Sr. Manager Domestic Sales
- Oct'05- Mar'07 Moser Baer India Ltd.: Manager Domestic Sales

Key Result Areas:

- **Accountable for delivering Brand performance targets, driving value creation with responsibility for leading the Moser Baer brand in domestic market for Blank Optical Media & Flash Products.**

Highlights:

- Conceptualized & maintained the flagship “Moser Baer” brand in blank optical media with leadership position since inception.
- Efficaciously devised strategies / processes for Moser Baer brand in 2005
- Profit Centre Head for a business value of 300cr. from Blank Optical Media & Memory Products
- Responsible for Sales & Marketing operations nationwide with the team of 34 members
- Created a robust distribution setup of National Distributor & Regional Partners to manage distribution in 1500+retail outlets by leveraging their strengths.
- Proficiently created Go to Market Strategy for HP (2005-2009) & Verbatim (2016-2018). Result to which MB had 47% Market Share in 2017-18.
- Monitor state wise performance to ensure Omni presence and thereby achieving the Revenue & Volume as per the AOP
- Had effective implementation & monitoring mechanism to ensure achievement of the sales plan/strategies
- Implemented measures to understand the competitor activities, demand supply scenario to formulate strategies & increase the market share
- Handled cross functional projects spanning Manufacturing, Packaging, Quality, Logistics & Supply Chain, Commercial & Finance
- Able to reduce distribution cost by 1% in 2015 and consistently able to manage operations well within the overall budget of >5-6%.
- Plan sales promotion activities and market activation to achieve business objective in line with AOP

September 98' – October 05' - Hutchison Essar Telecom Ltd. (now known as Vodafone): Part of Hutchison Whampoa & Essar Telecom

“Executive to Deputy Manager – Initiated from Corporate Sales to Channel Sales and finally Marketing Operations”

- **May'04- Oct'05: Deputy Manager - Marketing**
- **Apr '00-Apr'04: Deputy Manager-Channel Sales**
- **Sep'98-Mar'00: Assistant Manager-Channel Sales**
- **Apr'97-Sep'98: Executive Corporate Follow-ups**

As Deputy Manager-Marketing

- TOM increased from 45% to 49%
- Responsible to increase brand awareness in Delhi Circle
- Identify non-conventional / cost effective avenues to enhance the visibility of brand
- Created a unique medium to promote brand – *Mobile Recharge Units*
- Initiated merchandising strategies as per the brand guidelines and market requirements to meet the overall objective of enhancing the brand visibility
- Successfully able to reduce cost by 8%. *Initiated low cost non-conventional mediums like branding at residential areas, critical market locations.*

As Assistant / Deputy Manager-Channel Sales

- Responsible for new customer acquisition
- Proficiently handled:
 - Both pre-paid & post-paid
 - Distribution & Retail channel of South Delhi & Gurugram
- Instrumental in developing new channel partners to drive availability of products and presence of brand
- Monitor & evaluate cluster specific Business opportunities, Competitive offerings, Marketing avenues & recommend plans to capitalize on the same
- Appointed new 12 Hutch Teleshops (Franchisee) and ensured profitable operations in 12 months
- Administered a team of 50+ executives along with overall operations in the assigned area
- Rendered training on basic selling skills, merchandising, key account management, and customer services to the sales team

As an Executive Corporate Follow-ups

- Played pivotal role in opening new corporate accounts
- Ensured effective resolution to problems pertaining to Billing, Migrations and Collections
- Handled effective promotion of VAS through regular presentations & road shows

June'96-Apr'97 - Indian Financial Consortium Ltd.: As a Senior Sales Executive (*D.S.A. of American Express TRS*)

Mar'95-May'96 - Elite Vision Services Pvt. Ltd.: As a Group Leader (*D.S.A. of Standard Chartered Bank*)

ACCOMPLISHMENTS

- Received an award for being a Star Performer in 2005 to Successfully increase the Top of Mind (**Hutchison Essar Telecom Ltd.**)
- Received an Achievers Award in 2003 to achieve 120% of the target among the team of 7 Sales Managers (**Hutchison Essar Telecom Ltd.**)

ACADEMIC DETAILS

- P.G.D.M (Specialization in Marketing): Amity Business School, Noida 1998
- B.Com : University of Delhi. 1995

PROFESSIONAL ENHANCEMENT

Training & Workshops

- The Fine Print of Life :2015 by **Mr.P.S. Wasu**
- Workshop for Managers :2006 **Institute OF Management Technology, Ghaziabad**
- Workshop on Retail /Distribution management:2003
- Personal development program inter personal skills (WASP) :2000-2001 by **Dr. Sanjay Salooja**

CERTIFICATIONS

- The Fundamentals of Digital Marketing

From- Google Digital Unlocked (June 2020)

Credentials ID - CYH FN6 FWC

URL-<https://learndigital.withgoogle.com/digitalunlock>

PERSONAL DETAILS

- Date of Birth : 23rd August 1974
- Marital Status : Married
- Address : 52, Aravali Apartments, Alaknanda, Kalkaji, New Delhi-110019
- Languages known : English, Hindi