

BHARAT LALWANI

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SALES PROFESSIONAL-CONSUMER MARKETS
Engineer, MBA, 22 Yrs Garware, Somany, Idea,
Castrol, TTK Healthcare and Tata Group

CAREER HIGHLIGHTS

- Senior Professional, **Engineer, MBA, 22 years** of experience with leading companies inclusive of **Garware Technical Fibres, Somany Ceramics, Idea Cellular, Castrol India, TTK Healthcare and Tata Group (FMCG division)**
- **Sales Professional in Consumer Markets.** Successfully led large Sales and distribution in the consumer markets pan India
- **Managed** leading **consumer brands** inclusive of **Garware, Somany, Castrol, Tata Salt, Kiwi, Brylcreem, Woodward's, Kohinoor & Durex, Eva, etc.**
- Track record of **attaining consistent YoY growth** in **sales volumes, revenues and profitability**
- Expertise in **Product Launch, Promotions, Distributor/CFA Management, Dealership Management and Key Account Management**

WORK HISTORY

Garware Technical Fibres, Pune

March 19 onwards

National Sales Head

National Sales Head, leading top line of **INR 200+ Cr** with **CV of 50+ Cr** for Fisheries domestic division for pan India operations through a team of 5 Regional Managers, 15 Area Managers and 100+ frontline team members, with a large distribution network of **44 Mega size direct dealers, 154 total dealers, 150+ sub-dealers, 500+ influencers and 18000+ boat owners** and a product range comprising of HDPE fishing nets, PP ropes and HDPE twine

- Spearheaded the growth of market share gain of 7% through bottoms up approach, value selling, NPD drive, vibes trainings and customized approach towards trawling, purse-seine, doll and gillnet fishing
- Arrested the 3 years continuously declining contribution value and brought the business back to 33% ROCE
- Developed a robust growth-based influencer program to shift from pay all incentive structure
- Implemented DMS to plan and track customer wise secondary, inventory movement and right indenting which enhanced the dealer ROI
- Improved the collection efficiency index from 35% to 42% and brought down OD days from high of 87 days to 42 days

Somany Ceramics Ltd, Mumbai

Sep'17 – Jan'19

Business Head – West

Business Head, leading top line of **INR 200+ Cr** for Ceramic wall & floor, polished vitrified and Durastone – parking and pavement tiles for entire Western Region with a large distribution network of **300+ direct dealers, 1500+ sub-dealers and 5000+ retail projects**

- Led opening of 2 COCO showrooms at Mumbai and Pune, 2 large format **Somany Grande** franchisee showrooms in Nagpur and Goa, **1st premium range GVT Emporio showroom** at Surat and **4 franchisee studio showrooms** across West. Also signed up new agreements for 4 new showrooms
- Set up robust team and designed the sales structure for Western region
- Ensured complete match of samples available in trade, displays on cassettes and catalogues as per stock availability from more than 1900 designs in a day-night rigorous exercise of 180 days spread across the retail network. This ensured YOY growth of 10% in retail in a difficult market scenario and flat industrial growth
- Reduced DSO from 72 days to 54 days through proper spread of business and facilitating secondary sales through robust demand generation activities in a cash-crunched market situation

Idea Cellular Ltd, Ahmedabad (2014 – 2017) and Mumbai (2011 – 2014)

May'11-Sep'17

General Manager - Sales

Head of Sales, Gujarat Circle for **Prepaid, Retail Postpaid, Mobile Broadband, Enterprise Business Unit & Idea Money** with top line of **INR 400 Cr**. Leading a large team with network of 200+ channel partners for customer base of over **1.68 Mn**. Also responsible for 60+ Company & franchisee owned stores. Joined as Zonal Business Head, Mumbai

- ❑ **Led turnaround** of Mumbai Zone **from No.5 in FY 2011 to No.1** in prepaid business & Mobile Broadband business, with revenue growth from **INR 95 Cr to INR 250 Cr** in 2014
- ❑ Surged ahead of **market leader in Gujarat Circle**, 3 years in a row through higher net adds & MNP
- ❑ Grew the Ahmedabad Zone channels from **90 to 110** prepaid distributors, **24 to 53** franchise stores, DSAs and CSAs from **15 to 30**, no of sellers from **550 to 1000+**
- ❑ Led customer base growth from **11.15 lacs to 16.86 lacs**
- ❑ Achieved Ahmedabad as the **best zone in Q3, FY 15-16 and Q2, FY 16-17** (on parameters of distribution, traffic and productivity in prepaid and postpaid)
- ❑ **Enhanced postpaid gross activations** contribution of zone from 18% to 24% in 2011
- ❑ Slashed Low utilization sites from **50% to 17%** and increased High utilization sites from **14% to 35%** in a span of 3 years in South Mumbai
- ❑ **Improved the VLR of Mumbai zone** from **55% to 90% YOY**, which increased YOY EOP subscriber base by over 2 lacs thereby taking customer **market share from 10.3% to 15.3%**
- ❑ **Led Mumbai Zone to no. 1** position in Oct-11
- ❑ Successfully completed the Six Sigma black belt project of achieving 10k Postpaid activations,
- ❑ Acknowledged as the Value Champion in Q4, FY 14-15
- ❑ **Won Excellence Award** for delivering highest EOP growth of 2 lacs subs in Ahmedabad zone, achieving highest Post-paid business growth from Rs 5.6 Cr to Rs. 8 Cr per month, reducing highest 3G Low utilization sites and increasing highest 3G traffic and expanding Idea stores to 50
- ❑ **Won prestigious Data Dynabyte contest** for 3G business growth in Oct-15. Ahmedabad zone and won prestigious marketing award of 'Game of Fame' in Q1 & Q2, FY 15-16 for best drive on focused products
- ❑ **Won Xcelerate+ contest** amongst the zones for 3 consecutive months of Oct, Nov & Dec-2011 and recognition from COO for recording fastest turnaround of the zone
- ❑ Recognized as **Best Zonal Business Manager** in India for winning '**Postpaid Lakshya**', **national level** contest

Castrol India Ltd, Mumbai, India

Jun'07-Apr'11

Sales Manager – Mumbai & Rest of Maharashtra (Apr 09 – Apr11)

Sales Manager – Madhya Pradesh & Vidarbha (Jun 07 – Mar 09)

Spearheaded sales of brands like **CRB, Activ, Power1, Magnatec, GTX, Edge**, with topline of over **INR 300 Cr** with 30 distributors 2 CFAs and over 9000 dealers for product mix of more than **300 SKUs**. Joined as Sales Manager for **MP & Vidarbha**

- ❑ Strengthened gross margin pool by focusing on high margin future strategic products like growth of Synthetic Brands by 36%, New Gen Engine Oils by 32%, 4 Stroke Motorcycle Oils by 35% and Mahindra Channel by 42%
- ❑ Enhanced MPV, 4T sales by 50% in 2 years by the expansion of channels (Castrol points) & Bike Points
- ❑ Led MP-Vidarbha to No. 1 position in India in all key parameters such as growth of personal mobility (motorcycle oil & passenger car oil), new gen truck oil and Mahindra franchisee business in 2009
- ❑ Increased distribution from 87 DSRs in Maharashtra to 110 DSRs; distributors from 24 to 30; number of delivery vehicles from 52 to 60; distributor collaterals increased by INR 40 lacs and inventory norms by 70kl
- ❑ Appointed highest no. of new distributors at 6 locations in first 6 months of joining in Maharashtra
- ❑ Improved processes by ensuring daily billing, distributor & ASM PJP cycle and adhering to correct inventory norms and following DRM rigorously
- ❑ Successfully increased YoY reach (dealer penetration) by 25% and reduced market credit from 35-40 days to 21 days
- ❑ Positioned Maharashtra as "Best Ever Weekly Phasing Volumes", leading state in terms of volumes & growth in RGM's South & West regions

- ❑ Led MP as No. 1 in major contest called '**Real Don Bano**' in 2007, MP - Vidarbha as All India's No. 1 in '**Operation Reach**' project in 2008 & 2009,
- ❑ Steered initiative in rolling out nationally the gear oil in MPV, which contributed to significant incremental volume
- ❑ Bagged the **best launch award in 2011 national conference** for the launch of '**Secure Seal Active**' motorcycle oil
- ❑ Felicitated for being in top 2 performers in 'India Castrol Cup (ICC)' Championship trophy
- ❑ Recipient of COO certificate of spot bonus & incentive of INR 35000 for best organized national conference
- ❑ Managed ICC world cup events around 'World Cup Ka Hero' as per HSSE guidelines of the company

Tata Chemicals (Food Additives FMCG Division), Ahmedabad

Oct'04-Jun'07

Area Sales Manager - Gujarat

Responsible for **Sales & Marketing** for **Tata Salt and Samunder** Cooking Soda brands with annual turnover of **INR 18 Cr**, managing 2 Distributors, 1 CFA, and 190 stockists

- ❑ Launched 2 new SKUs of 1/2kg and 2kg in Gujarat to combat heavy competition from Annapurna & Nirma Salt
- ❑ Increased the infrastructure of Gujarat from 1 to 2 Distributors and from 110 stockists to 190 stockists
- ❑ Achieved the status of most profitable branch with lowest logistics cost, highest margin and market share of 66%
- ❑ Positioned the Gujarat branch from average 1400 MT per month to 2000 MT per month
- ❑ Increased the profitability of branch with 70% of national contribution from Gujarat in cooking soda
- ❑ Increased market share of Tata Salt from 39% to 66% in branded category within 2 years in Gujarat
- ❑ Launched Group – B stockist network for 500-gm & 2-kg Salt in Gujarat, which increased SKUs with retailers
- ❑ Initiated consumer activation programs - like 'Iodine Divas' 'Aap Jaisa Koi', 'Spreading iodine deficiency awareness through Kites Flying Festival', 'Restaurant Menus' and 'In-shop Activation'
- ❑ Led Operation Reach (Connecting Stockists online), Project Empower (Streamlining Sales Force with clear objectives), Operation Coverage (Increasing the No. of Retailers) & Udaan (Route to Market).
- ❑ Received Certificate & Watch for achievement of special targets under 'Festival Bonanza' scheme of Tata Salt

TTK Healthcare Ltd, (Consumer Products) Ahmedabad

Jul'02-Oct'04

Area Sales Manager – Gujarat

Responsible for **sales & marketing** in **Gujarat** with team of 5 Sales Supervisors & 15 Sales Representatives, with turnover of **INR 8 Cr**, directing channel partners comprising of 103 AWDs across the entire Gujarat for brands inclusive of **Kiwi, Brylcreem, Woodward's gripe water, Kohinoor & Durex, Eva**, etc.

- ❑ Devised the biggest strategy i.e., 'Go Rural' entailing
- ❑ Increased the number of medical dealer coverage from 2000 to 4000 in towns less than 1 lac population
- ❑ Designed effective van routes for rural coverage and successfully penetrated deepest rural pockets to create awareness and demand on contraceptives and gripe water
- ❑ Organized 360-degree campaign for Woodward's Gripe Water (WGW) to revive the brand
- ❑ Received certificate and special incentive of Rs. 20 thousand by Sara Lee, and won all India WGW contest

Academics

- ❑ Executive Program in Business Management from IIM-Kolkata (2015-2016)
- ❑ Post Graduate Diploma in Management Program (Marketing), Nirma Institute of Management, Ahmedabad, 2002
- ❑ B.E. (Electrical), LD College of Engineering, Ahmedabad, 1998); 2nd rank in university

Personal Data

- ❑ Date of Birth: 30th Sept, 1976
- ❑ Languages known : English, Hindi, Gujarati, Sindhi
- ❑ Family : Wife (Housewife), Daughter (Grade 10, CBSE)