

Sumit Thapar

BE, PGDM

16+ Years Work-Ex

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Synopsis

- Category & Brand Management / Trade Marketing / Sales / Business Development

Organisations Worked for

- **Orient Bell Ltd.**
 - Delhi: Oct'18 - Present
 - Category Head - Ceramic Tiles
- **Shell India Markets Pvt. Ltd.**
 - Gurgaon: Mar'13 - Apr'18
 - Marketing Category Manager: Motorcycle Oils
- **Castrol India Ltd.**
 - Mumbai: Nov'08 - Mar'13
 - Brand Manager - Multiple Roles
- **Citibank NA**
 - Chandigarh: May'08 - Nov'08
 - Relationship Manager
- **Ashok Leyland Ltd.**
 - Kolkata / Delhi / Tamil Nadu: Jul'03 - Jun'06
 - Senior Executive - Sales

Internships

- **Globus Stores P Ltd. (Fashion Retail Chain)**
 - Mumbai: May - Jun'07
- **Larsen & Tubro Ltd.**
 - Mumbai: Jan - Jun'02

Academics & Certifications

- **Google Adwords Certification 2018**
 - Fundamentals and Search Advertising

Education	Year	Institute
PGDM Marketing	2006-08	KJ Somaiya Institute of Management Studies & Research, Mumbai
B.E. Production	1999-03	Punjab Engineering College, Chandigarh
Higher Secondary	1997-99	DAV College, Chandigarh
Senior Secondary	1996-97	St. Kabir Public School, Chandigarh

Other Activities

- Member of the SIFE team, which aims to help entrepreneurs improve business.
- Worked with 'Rotaract Club' and 'National Service Scheme' (N.S.S.) for Social Welfare & Awareness Campaigns.
- Organizing Member and participant at inter college events: 'Melange' and 'PEC Fest'.

Experience

Marketing

- Category Management with P&L accountability for India.
- Responsibility of Brand KPIs and market share.
- Building & executing 5-Year Brand Strategy
- Sole responsibility for identification, fulfillment and successful launch of new products.
- Commissioning market research for key decisions like identification of positioning and communication development.
- Selecting Route to Market Strategy for each Sub Brand.
- Planning and execution of campaigns for ATL (conventional / digital), PR and BTL targeting consumers as well as influencers.
- Taking pricing decision basis benchmarking & business objectives.
- Increase share amongst handlers via Loyalty Programs.
- Drive programs to generate consumer trials, up-sell and cross-sell.
- Training the field staff on NPD propositions and selling stories.
- Drive complex projects in matrix organisations with stakeholders across functions like Global teams, Technology, Sales, Supply-Chain, Finance, Legal.
- Deliver through creative, media and activation agencies with focus on execution excellence.
- Support ecommerce route to market.

Sales and Business Development

- Consultative Selling of Financial Products to Premium Consumers.
- Business Development at regional level - winning B2B customers.
- Channel Management through forecast, planning and sales through the dealer network.

Major Achievements

- Setup and launched a service (TruLook) in a traditional product category to establish a differentiated offering from the company.
- Design refresh wall tiles category leading to 20% value contribution.
- Launch of New Category leading it to become the largest contributor in floor tiles in 1 year.
- Established Scratch Free and Cool Tile Propositions through 360 campaigns and raised volumes by 30% beyond campaign months.
- Drove up distribution and margins for the Shell Advance at 15% and 25% 5-Year CAGR respectively.
- Increased market share 1.5 times in high competition for Advance.
- High Energy New Product Launches at India Bike Week'15 and 2016 combined with pre and post digital and offline activation leading to doubling of premium volumes.
- Successfully executed Castrol 'Sanjeevani' – a rural campaign targeted to reach over half a million farmers Pan-India and achieved a product conversion rate of 40%.
- Drove 100% penetration in M&M tractor workshops.
- Won a market share of 95% for Ashok Leyland in Harvester Combine Engine Segment: jump of 30% points.