

AMIT BANSAL

MBA (IIM Rohtak) | Strategy head (Wonderchef) | DGM (Orient Electric)

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SUMMARY

A strategy professional with extensive experience in planning, identification of strategic issues and opportunities that could influence business growth and profitability. Proven track record in guiding sizeable, cross-functional teams. Able to forge solid relationships with strategic partner and build consensus across multiple organizational levels. Have experience with working with international suppliers and clientele. In-depth knowledge of P&L and Balance Sheet and have ability to build future roadmap for a business. Core Competencies include:

Strategic Business Planning • Relationship Management • Financial Negotiation • Profit & Loss Management
International Sourcing • Budgeting & Cash Flow Optimization • Demand Planning
New Product Development • Business Analysis & Consulting • Inventory Management • Investor Relationship

ACADEMIC & PROFESSIONAL ACHIEVEMENTS

- Scored **100 percentile** in Quant section in CAT'08 and 99.97 percentile overall in MAT'10
- Helped increase Gross Margin of the company by 3.1% through right sourcing and right pricing of the product, at the same time ensuring YoY growth of 25%+ at **Wonderchef Home Appliances**
- Reduced Inventory days from 111 days to 57 days within 9 months by better planning and better coordination among different sales channels and with suppliers at Wonderchef Home Appliances
- Successfully launched 47 product lines (219 SKUs) at Wonderchef Home Appliances which now contributes to 70%+ sales of the company
- Increased Gross Margin by 1.1% within a year with YoY growth of 21% at **Orient Electric**
- Awarded 'Genius at work' title at Wonderchef Home Appliances
- Reported directly to CEO/MD for 9 years of the career

PROFESSIONAL EXPERIENCE

(12+ years)

Orient Electric Pvt Ltd (CK Birla Group)

Jan'21 – Present

A leading Indian Electric brand with significant global presence. It offers a diverse selection of smart electrical lifestyle solutions

DGM – Product Management

- **Sales Management:** Responsible for best usage of schemes & discounts budget for different sales channels of distribution (General Trade, Modern Trade, e-Comm, GeM etc.), still maintaining healthy EBITDA
- **Product Management:** Responsible for tracking entire lifecycle for 8 kitchenware categories – product wise
- **Pricing:** Responsible for finalizing customer price for any product based on competitor, GM, market etc.
- **Inventory Management:** Interacting with suppliers & maintaining the desired level of inventory to prevent loss of sale & higher working capital
- **Data Analysis:** Analysis of all sales data w.r.t. product performance, regional performance, channel performance, cross tabs between these data points, financial performance, margin calculations

Wonderchef Home Appliances Pvt Ltd

Nov'15 – Jan'21

One of India's foremost consumer centric cookware & appliances brands, creating paradigm shifts in the way cookware is perceived and consumed both domestically & Internationally

Head – Strategy & Product Management

- Part of the **Management Committee** responsible for strategic directions, effective operations & monitoring growth
- **Investor Relationship:** Managing company PnL, Monthly/Yearly budgets and all presentations/data to Board
- **Sourcing:** Leading import with 92+ vendors across 7 countries across categories
- **Export:** Responsible for running profitable and smooth operations of Export business (6 countries)
- **Financial Modelling:** Assessment of new business ideas and investment. Creating excel based models for valuation & scenario analysis
- **Business Finance:** Profitability analysis, Channel Pricing, Product Mix etc
- **Planning & Analysis:** Monthly MIS, Budget vs Actual, Variance Analysis etc

Covacsis Tech Pvt Ltd.

Apr'12 – Nov'15

India's first company to conceptualize, design and implement an Real time data gathering and data analytical tool targeting manufacturing industries

Lead – Value Modelling

- Member of the **core team** comprising 5 comrades including founder & co-founder
- **Market Study:** Completed **in-depth study** of operational process for various **manufacturing units** across sectors. Also exploring new markets/areas where our solution will best fit & channelizing it till execution
- **Business Analyst: Value mapping** of prospective client with our solution & identifying key areas of improvement
- **Data Mining:** Churning **Big data** from varied resources to develop & present comprehensive yet **targeted and insightful** reports to different channel heads
- **Consulting:** Helping **key clients** realize their **strategic goals** by **analyzing** their current situation and **developing** a structured plan for them going forward
- **Innovation:** Scrutinize new ideas, as per the requirement of existing market & develop new solution out of it.

Infosys Technologies Ltd.

Jul'09 – May'10

Infosys Limited is an Indian multinational corporation that provides business consulting, information technology and outsourcing services.

Systems Engineer

- **Point of contact** for providing **Technical support** to the **3 teams** assigned to WellPoint Health Services
- **Integral part of quality analysis team** helping in **root cause analysis** and **bug fixing**

INTERNSHIPS**Standard Chartered Bank**

Apr'11 – Jun'11

Standard Chartered Bank is a universal bank with operations in consumer, corporate and institutional banking, and treasury services

Summer Trainee

- **Project:** Catchment study and competitor analysis
- **Formulated** a strategy for the bank to **increase** its **market share** based on **peer analysis** and **customer needs** for niche segments like **High Value SMEs, Premium Banking** customers and **NRI Banking** customers

BlazeClan

Jun'08-Aug'08

BlazeClan aims is to bring the power of the cloud to organizations for accelerating their time to value and achieve significant business impact

Website Developer

- Instrumental in **designing and developing** the home page of **company's website**
- Selected as the 'Only student from a batch of 250 students', from MIT Pune

EDUCATION

2012 PGDM (Major in Strategy, Operations and Finance) from Indian Institute of Management (IIM), Rohtak
2009 B.E. (Comp Sc.) from Maharashtra Institute of Technology, Pune

OTHER ACHIEVEMENTS

- NSE Certified Market Professional (NCMP) Level 1 certified
- Completed certificate on **Trade Finance & Cash Management services** in FLIP National Challenge, a pan India B-school contest
- Scored **99.71 percentile** overall in **CAT 2009**
- **Class Representative** at *IIM Rohtak*
- **Founder & Core Team Member** of **Finance & Investment Club** at *IIM Rohtak*
- **Represented** the batch of 2007-08, as **Captain** in **Cricket League** organized by *MIT, Pune*