



Narayan Dikhit.Ph.D

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Professional Summary :-BTech (Mech) + MBA -University Business School + Doctorate in Management + PGPEX (Software Enterprise Management- IIM Bangalore with 22 years @ Executive Management Level.

Part of the senior executive team reporting directly to the Vice Chairman & Managing Director. Key decision maker on strategic growth initiatives, acquisitions, product direction & customer offerings. Entrepreneurial drive and vision manifested in creation of new leadership organisation that encompassed all global services.

Vice President -Marketing, Business Strategy, Business Development & Logistics in **Reliance ADA Group**

Vice President-Marketing/CMO, Business Strategy in Samtel Medical Equipment, Electronics & Avionics sales .

+21 years experience as Visiting Faculty in Marketing, Business Strategy ,HRM, Operation , EMS, OB, Logistics ,Supply Chain Management ,Six Sigma ,Lean Manufacturing, CI,SPC,MSA.

Proficiency Forte

KRA

Management <ul style="list-style-type: none"> New Initiatives -Production Management Business Plans/Models Feasibility Study -Strategic Execution Operational Strategies Business Expansion -Cost Management Strategic Planning 			
Functional Business Operations <ul style="list-style-type: none"> Profit Centre Operation -Corporate Strategy Sales & Marketing Business Development(B2B) -Digital Marketing Project Management Plant Management -Strategic Alliances Logistics & Distribution HR & Training -Production Planning Supply Chain Operations 			

PROFESSIONAL QUALIFICATION:-

BTech (Mechanical Engineering) – Utkal University Engineering College with 1st Class Honours (87%) in 1988

MBA: Faculty of Management Studies UNIVERSITY BUSINESS SCHOOL, IST Division, (70 %) in 1990

PhD/Doctorate in Management from NIM. **Grade A.** Certified from United Kingdom Accreditation Services -UKAS Master in Software Enterprise Management -IIM, Bangalore (2007) (Digital Management)

Executive Master Programme in Business Strategy From London Business School (2012)

MPA(Personnel Administration & Management) from Utkal university

Certification

ERP: SAP R3/70 ECC-6 from QGS , **Project Leader** for Implementation of SAP -ECC-6

Six Sigma Black belt from the Six Sigma Global & Blue Ocean Academy Dubai

Project Management Certification from Blue Ocean Academy, Dubai

Quality Management from QGS & Blue Ocean Academy, Dubai.

Project Finance Management from Blue Ocean Academy

Wonder Cement Ltd - RK Group –Udaipur/Mumbai(10Million tonnes Capacity)

Corporate Head :Marketing /Business Development

Since Sept,2017 to cont---d

Significant highlights across the tenure Includes

- ⇔ **Heading Project Ek aur Ek Gyarah :with capacity 6 Mil. Tonne to 17 Million tonne Cement Business +Cost to Serve (additional Saving 20Crores YOY).**
- ⇔ Develop B2B Marketing Strategy to run 17 millions Cement Production Plant
- ⇔ Currently Order Management Cell Head for 13 States Operation. OMC is a Platform Control releasing Order to execution with time line designed with Support e-POD Process.
- ⇔ Sales enhancement to 17MTPA through Micro Market Planning Pilot being done in 13 States .
- ⇔ **Lead in launching new Product Wonder Plus & extreme Brand with Premium Brand positioning in Market.**
- ⇔ Currently Procure & Sales Digital Product Apps OMC, e- POD, Sales Enhancement, Auto Plant, Micro Market Mapping, HR transformation tool, Vehicles Tracking system GPS /Fast Tag ,CTS, Nextgen Procurement Software SCO,CBA Procol ,Sales Man App -JCP ,Pipeline Management Tool, Lean for 13 States
- ⇔ Key roll to Implement Export of Cement & Cost To Serve initiatives with Central Logistics Structure.
- ⇔ Initiate & developed Freight rationalization basis cost sheet, route analysis, synergy, SCM optimization.
- ⇔ Handling Green Field Grinding Project, Dhule (MH),Madhya Pradesh ,UP & Haryana 6 Million Tonnes .

Significant highlights across the tenure with the organisation include:

Marketing & Business Development

- ⇔ Tasked with rebuilding the Business Strategy, Operation, Sales and Marketing capability of a 10 million Tonnes per annum Cement Business & integrating the same into Product Planning, Pricing, new product launch, Brand Promotion, Operation and Other functional areas and establishing foundation for further expansions on the cards
- ⇔ Identifying & developing new streams of Product concept articulating market requirements & planning for long-term revenue growth & proved 81% capacity utilization in the 1st year of business in North, Central, Eastern India
- ⇔ Positioned Reliance Brand in “ A “ Category in sales with Pricing above existing Top Brands by Rs.2-5 & proved as Perfect Brand with 12% market share in all Cluster of our Market Place.
- ⇔ Conducting Competitor analysis & keep abreast of market trend includes Market Share Matrix & Pricing Trend .
- ⇔ Managing and developing the dealer network; setting up distribution strategy
- ⇔ Overall responsibility of P&L Pan India Sales Operation.
- ⇔ Initiate micro-Market based Strategy.

Brand Management

- ⇔ Evolve in all aspects of brand Management viz, product type & quality assessment, packaging development, pricing strategy, market placement & promotion strategy with relationship mgt.
- ⇔ Brand performance & analysis in relation to competition brands.
- ⇔ Finalization of Production House (ATL + BTL inputs)
- ⇔ Building Brand equity (designing + Presentation)
- ⇔ Finalization of PR agency, Launch + Other PR Activities.

Designing and Promoting various schemes-**Udaan Scheme ,Gold Scheme, Ton Pe Run Scheme etc**

- ⇔ **Achieved 20 Lakhs Sq Mtrs wall Painting & Shop Branding in 2 Month & achieved 150% of Trade Sales Growth**

Channel Management

- ⇔ Identifying & network with financially strong & reliable channel partners, resulting in deeper market penetration & improved market share
 - ⇔ Ensure cost effective logistics operations across the distribution channel & pass on cost to Channel partners for maximum market growth & benefit adding Scheme.
- Capture 75% trade sales across market & positive response in retain Price Positioning across Market Place

Project Management

- ⇔ Prepare Project plan for 5 Green Field projects with proper method and machinery selection and implemented
- ⇔ Integrated Management System Certification Process established -employees Training ,preparedness on IMS to qualify for Certification at 4 Plants location pan India & finally achieve IMS Certificate.
- ⇔ Occupational health & Safety-OH & S Brochure ,signage, posters, slogans & mailers used extensively at plants.

⇔ **Responsible for P&L. Achieve Top/Bottom line Target with EBITDA & PAT positive**

- ⇔ Strategy to achieve all round excellence in Operation feasibility, cost, productivity, timeliness, technology.
- ⇔ Lean Manufacturing system established in both Clinker & Cement Production Plants @10 Million tonnes
- ⇔ Conceptualized and established start up & growth businesses with investment of over Rs 3400 Cr₹

⇔ **Digital Marketing**

- ⇔ Lead CRM agenda including email, SMS, notifications, WhatsApp, with goal to increase customer
- ⇔ Lead Performance marketing - across google, affiliates, meta and other channels
- ⇔ Lead in E-commerce to sale Cement & achieved 8% Market Share in Pan India.
- ⇔ Lead in launching new Product Reliance Perfect Brand @ Premium position in Market.
- ⇔ Drive social media and in-app/web properties engagement
- ⇔ Implemented a Cloud-hosted GIS based Sales and Marketing Information System (GSMS) for comprehensive visualization and analysis of its sales and marketing data and operations across the areas where it has presence in India. Geospatial Mapping of Competition footprint .

Implement REMOTE SENSING, CARTOGRAPHY, GPS & GIS SOFTWARES in Operations.

- ⇔ SAP-ECC-6 implementation for Project Development & Execution

Business Strategy:-

- ⇔ Responsible for the complete strategy road map of the Reliance Infra Road & Cement businesses with clear objectives for short term as well as long term goals.
- ⇔ Managing strategy Plan of financial requirement - fund raising from investors, Business Plan for coming projects
- ⇔ Monitoring and evaluating capital employed in business as per budgeted AOP.
- ⇔ Long-term strategy formulation and support strategy deployment through inputs from industry and risk management.

- ⇔ Strategic Implementation with Six Sigma model is placed to evaluate & Proven the Performance as targeted (AOP)
- ⇔ Achieved 155% overall business Growth through Strategy & 1st year capacity utilization 89% recorded globally.

Samtel Colors Ltd(A largest Avionics & CPT Manufacture ring Co. With 70% Market Share) -NCR Delhi

Vice President-Marketing /Business Head

June ,1990 – Jan,2014

- Heading the Colours Monitor, Medical devices ,CPT Sales ,Operation and **Customer Service Delivery** .
- Heading Avionics Marketing & Export division to sale technologies to HAL-India, Thales-France & Honeywell.
- Heading Engineering Avionics display system MFD multifunction display for induction on a fighter aircraft
- Heading Samtel Avionics to Sales high-technology rugged military systems and products to HAL.
- Heading to Sale Display system MFD, CAT, Helmet Mount, Airborne Computer Components, OPTOELECTRONICS , Vehicle Electronics, Test equipment's & Armoured Vehicles Upgrade.
- **Handle Business of 1800 Crores with 32 OEM & Regional Customers (LG, Samsung, Sony ,Panasonic & OEMs),**
- Heading of End to End Capacity Planning of PAN INDIA Network cutting across all Domains with just-in-time.
- Provide technical expertise, leadership, managerial and Strategic direction with respect to Short term & long Term measures to overcome Capacity Bottlenecks establish the Team & Processes.
- Interface with Marketing team to collect the info for promotional offers & share the impact on promotions on different Geographies Market Share Matrix analysis.
- Enabling business growth by developing and managing a network of Channel Partners across assigned territories for deeper market penetration & reach.
- Preparing annual business plan in line with the AOP for increasing customer acquisitions.
- Heading Waste Management with Own Packing House on Waste Paper & Corrugated Box .

Cost Improvement:

Wonder Cement : Cost Saving 20 Crores (LTTC Benefits :10.67 Crores Major)

Reliance : (**EBIDTA Support 72 Crores @ 216 Per MT**) **FY16 Logistics Cost Saving @14.4 Crores.**

SAMTEL with 19 Crores Saving per Annum Handle 22 Project

Employee Training (Faculty) :

ISO/TS 16949 Internal Quality Auditor Training Programme. Six sigma/APQP/ FMEA/ISO 14001 EMS/18001 OHSAS/ISO 9002/ Control Plan/SPC /MSA, Behavioural Science (MBIT),Value Engineering

Key Skills , Knowledge and competencies:-CRM, Strong conceptual and analytical skill, Cost Analysis.

Internal Trainer :CRM,Supply chain management, Six Sigma,Ts16949,ISO14001EMS,18001 OHSAS

SOFTWARE KNOWN :- ERP:SAP ECC- 6 ,R3/60 System, Oracle ,Windows 99 Excel, PowerPoint, MS word,

Current CTC: 76 lacs Per Annum,(Expected : Negotiable)

Language Known: English, French, Hindi, Oriya & Gujarati

Personal Details: Fathers Name :Shri Ramachandra Dikhit

Nationality:- Indian

Permanent Add:388,sector -10A ,GURGAON

Marital Status:-Married , Passport No. U6731752

Dt.

(Narayan Dikhit)