

ABOUT SARVAJEET CHANDRA

My professional life started by heading a non-profit organization. Currently I run a firm which intends to transform the businesses of its clients, take it to the next level. I have played a key role in change managing, scaling up or turning around the firms/clients I have been engaged with.

I specialize specifically in change management and broadly at strategy execution. I am at my best in thinking innovative ideas & driving successful execution. As a professional, I have found my niche in driving transformation programs across industries and sectors. I am very useful in situations involving change, scale-up and turn-around.

*As an external/internal consultant, I have a proven track record of delivering **excellent business results** in strategy execution projects across areas of Sales & Distribution, Marketing, Operations & Customer Service.*

Industry domains where I have reasonable experience are: Banking, Process Manufacturing, Industrial Goods, Real Estate & Hospitality and Advertising/Media.

*I am an Extrovert iNtuitive Thinking Judgmental (**ENTJ**) profile according to Myers Briggs Test. ENTJs have an analytical drive and are natural leaders. They are intuitive, goal oriented & organized.*

CONSULTING EXPERIENCE PROFILE

Master Sun Group, Mumbai

Managing Partner

Clients Worked For

Large Indian Companies

Tata Power, Tata Steel, ITC IBD, ICICI Bank, GTL Limited, JW Marriott, Systeme CMS,

Medium Sized Indian Companies

Barbeque Nation, VNC Group, Sayaji Hotel, VIVA, Shringar Cinemas, Saurashtra Cement

Small Indian Companies

Sujaya Foundation, TravelPort Holidays, Travelmartindia.com, MSM, BST Sayona

International Companies

Mandala Asset Solutions (Sydney), Management 3 Plc (Rome), LBi

Project Highlights

Business Transformation Programme for a growing South Indian firm

- Ongoing project with focus on Turnover increase Turnover increase from INR 0.5 Billion to INR 4 Billion over four years. Target turnover of INR 10 Billion by 2011
- Brand launch & Communication program helped create a significant premium in commodities
- Launch & management of three brands : Bestarc, Bestfence & Bestwire
- Distribution & Trade Marketing Business transformation program focusing on Partner Relationship Management, Trade Marketing Systems & Sales Capability Building

Distribution Transformation Programme for a growing Indian travel agency

- Ongoing project focusing on building depth & width of distribution in the Indian market using a combination of formats like franchising, agents and retail
- Brand Strategy, Launch & Management of TravelPort Quick
- Emerging as a 'Best Franchisor' in travel in India by focusing on a robust marketing strategy for franchisee appointment . Also training and management systems & processes

Sales & Marketing Transformation Programme for India's Leading Concept Restaurant Chain

- Ongoing project with a focus to expand chain to 50 outlets by 2011 and become India's leading restaurant brand in fine dining
- Sales & Marketing Strategy development, strategy execution and branding initiatives have helped generate strong loyalty, referral, recall and premium

Projects for an Australian Asset Management Firm with diverse projects in India

- Business Analysis, Sales & Branding Strategy Programme for a Leading Five Star Hotel
- Real Estate Development Concepts, Marketing & Branding Strategy, Marketing Analysis for a Leading Power Company

Projects Completed

- Retail Operations Transformation of a typical snack/sweetmeat outlet chain to a modern retail outlet.
- Leading Multiplex Chain : SOP Development & Capability Development for Customer Service & Cross Selling/Up-Selling for Shringar Cinemas
- Brand Building & Communication Design for an upcoming Hospitality Institute
- Problem Solving & Communication Capability Development for Capability Building Programmes for GTL Limited, Systime (CMS Group), BST Sayona, LBi India, JWT Marriott

Renoir Consulting Ltd, India & South East Asia **Business Consultant**

Clients Worked For

Large Indian Companies

Tata Steel, ITCITD, Khaitan Group, LMW, Tata International, Pricol,

Medium Sized Indian Companies

Mehta Group, Gujarat Glass, Levendor, UK

Work in South East Asia

Texmaco (Semarang), Indo Rama (Jakarta), Antara Steel (Johor Baru)

Project Highlights

Project: Business Process Transformation for Leading Indonesian Textile Manufacturer

- Initiatives in production, procurement, & energy management at one of Asia's largest textile manufacturers. Bottom line impact to the tune of US \$ 5 million, with ROI of 6:1.

Project: Customer Driven Business Transformation for Leading Indian Steel Company

- Developed the branding strategy & designed the Brand Management System.
- Launch and management of brand called Tata Wiron
- Helped identify distribution opportunities & design an Exclusive Distributor Management System
- Premium of above 20% against organized competition and sales growth of above 30%

Project: Business Transformation Analysis for a Leading Cigarette Company & Group Companies

- Restructuring of distribution analysis for the cigarette division.
- Total Operational Analysis for rural division. Recommending an approach to implement a learning & performance management control system to drive a better ROI

Business Analysis: India & South East Asia

- Manufacturing Operations Analysis for Leading Asian Textile Company
- Brand Strategy, Sales & Distribution Analysis & for Leading Indian Battery Maker
- SCM Analysis for Leading Indian Textile Machinery Manufacturer
- India Entry Strategy for a British Construction Equipment Company
- Brand Strategy, Sales & Distribution Analysis Sales for a mid-sized Indian Cement Company
- Manufacturing Operations Analysis for a mid-sized Malaysian Steel Manufacturer
- Operations & NPD Analysis for Leading Indian Glass Manufacturer

- Brand Strategy , Sales & Distribution Analysis Sales for a Diversified Trading & Leather Making Indian Company
- Brand Strategy , Sales & Distribution Analysis for an Indian Car Accessory Manufacturer

FUNCTIONAL EXPERIENCE PROFILE

ICICI Bank, Mumbai

Senior Manager: Retail Service Integration

ICICI Bank is India's largest bank on the basis of market capitalization. Market leadership in most products.

Working as an **Internal Consultant** on projects pertaining to Operation Transformation, Business Process Re-engineering (BPR) & Service Quality Improvement across products & channels.

Project Terminator: Retail Operations Business Transformation

- Facilitating ICICI Retail Bank's most important retail operations project for 2005
- Saved at least Rs. 40 million on Service Failures alone.
- Operational performance improvement across various all product groups & all channels
- Reduced critical service requests by 70%, improved service quality by 25-50% & turnaround times by 25-40%

Ebay India (then Baazee.com), Mumbai

Assistant Brand Manager

Brand & Category Management

- Media Launch of Baazee.com thematic advertising campaign with tremendous surge in site traffic
- Brand Activation & Media Innovation programmes like Bollywood Auction, Australian Cricket Auction, Bakra of the Year etc.
- Category Management of Homepage Products & Individual product categories.

Ogilvy & Mather Advertising, Mumbai

Account Executive

Brand Stewardship of Fevicol, Fevikwik, Kodak, and WGC etc.

- Brand service management of above brand with ad spends of above INR 150 million per annum. Involved in award winning Fevicol 'Ultimate Adhesive' campaign (Cannes Bronze Lion)

New Business Win: STAR Business

- Led the successful pitch presentation for business valued at above INR 100 Million per annum.

EDUCATION

Mudra Institute for Communications (MICA), Ahmedabad, India

MICA is ranked 2nd in Marketing & Advertising Specialization amongst Indian MBA schools by CNBC TV18 PGDPC, Specialization in Brand Management.

- Pursued a two year, full time & residential Marketing & Communications (PGDPC) Programme

M.S.University, Baroda, India

Bachelor of Engineering (Mechanical)