

# LOKESH DHANWANTRI

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**Board Advisor/ Director/ Professional Business Consultant/ CMO/ CEO**

## PRECISE

- ✓ **27+ years** of experience in **Operations, Purchase, New Innovations & Product Development, Vendor Development, Negotiations, Business Development, Sales Management** and **Retail Sales**.
- ✓ A highly motivated professional, result-oriented, dedicated and customer focused individual with a consumer centric thought process.
- ✓ Presently working with **Grocery Basket Pvt Ltd., Gurgaon**, as **CEO & Founder Director**
- ✓ Provided Consultancy services to **ITC, Agrios Canada/ Rizayak Foods Pvt Ltd. As A Professional Business Consultant**.
- ✓ **Appointed as Technical Consultant to QCI (Quality Control of India) for a 6 month assignment on a Procurement (Agriculture Commodities) project & Training to QCI & NAFFED teams.**
- ✓ **Entrepreneurship lectures in Hissar Agriculture University & MDA (Gurgaon), etc.**
- ✓ Able to handle overall Operations of the company including **Systems & Process, Purchasing, Sourcing, Negotiations, Resale Pricing, Inventory, Service, Supervision, Sales & Marketing, etc.**
- ✓ Capable of establishing & communicating **division goals** and results to Employees, staffing the division and delegating the workload, supporting employee growth, and upholding Corporate Policies.
- ✓ Launched 23 stores of Walmart Best Price (B2B) with a profitable growth of approx. 360% growth in Business of my profile in 7 years with a comp growth of more than 68%.

## AREA OF EXPERTISE

### Professional Business Consultant

- ✓ BRIDGE the gap between Goals & accomplishments in the fastest amount of time.
- ✓ New strategy, new knowledge, new techniques, Fast Executions for a Rapid Growth, Relentlessly, Aggressively .... even against adversity, obstacles, and fire-fighting.
- ✓ laser-like focus on flow of leads, revenue streams, profitability, quality, sales, expansion or more...without stress, anxiety, and frustration.
- ✓ Focused on build these breakthrough business habits to enjoy the financial and time freedom you deserve.

### Sales & Marketing

- ✓ Steering operations with focus on bottom line by ensuring optimal utilisation of resources and capital.
- ✓ Identifying & developing new streams for Revenue growth. Developing Marketing plans based on consumer preference & driving Sales Volumes.
- ✓ Conducting competitor analysis by keeping abreast of Market trends & competitor moves to achieve Market share metrics.
- ✓ Evolving Market Segmentation & penetration strategies to achieve targets.

### Business Development

- ✓ Developing Markets for revenue growth & maintaining relationships with customers to achieve Business Objectives.
- ✓ Analysing & reviewing the market response / requirements & communicating the same to the Marketing Teams for coming up new applications / promotions.

- ✓ Utilising Public information & Personal Network in developing Marketing Intelligence there by generating leads.
- ✓ Conducting and Forecasting & Budget Preparation for the allocated region.

### Client Relationship Management

- ✓ Ensuring that all items sold through the division are delivered and placed in time.
- ✓ Guaranteeing that all services provided assists in achieving division profitability.
- ✓ Making certain that there is no customer turn back due to poor services.

### Team Management

- ✓ Conceptualising & developing training & development initiatives for improving Productivity, building capability & quality enhancement; accompanying the team members on Field Rides.
- ✓ Handling the recruitment & Team with the aim of delivering excellent results.

### Inventory Management

- ✓ Keeping inventories at levels to assure service with a minimum of delivery delays, yet maintaining inventory turn goals.
- ✓ Supervising and checking of all in-shippments for accuracy against the proper quantity, ordered price and quality.

### New Product Development

- ✓ Designed & created a new product range in differed categories in Grocery, Organic, Process Foods etc.
- ✓ Product Training/ Marketing/ Launching/ Promotion / Creating Awareness etc.

## CAREER HISTORY

### Grocery Basket Pvt Ltd.

May'18 - Till Date

#### CEO/ Director

Product : E-Commerce Business (B2B & B2C) & Exports  
Area Handling : India & International Market.

#### Key Result Areas:

- ☞ Start-up Strategies & Planning, Created everything from scrap, creation & implementation of System & Processes, Vendor Management, Logistic Operations, Branding, Marketing, New Product Development, Business Development, etc.
- ☞ Initiated & Execution of the idea and Started E-commerce venture of Grocery Basket.

#### The Attainments:

- ☞ Strategy to start building the foundation for a new start up in E-Commerce Business.
- ☞ Designed website & mobile applications with Unique concept & categories & prepared for the launch in North Indian Market in 1<sup>st</sup> Phase.
- ☞ Successfully developed a system of back hand sourcing and organised Promotional Activities to create awareness of our apps etc.
- ☞ Creating a strong team of Designers, Web developers, Logistic Operations, Office, Purchase & Marketing to support the business scalability.

Implementation & Execution of new Ideas and concepts into E-commerce business, systems to have check on the Negotiations with quality Vendors, Item Management & Assortment, Term of Trade Negotiations & Pricing, Finance, Logistic Operation, Marketing & branding tools, etc.

### Trupik Foods Pvt Ltd.

May'18 – March 22

#### Director

Product : FMCG Food Products (Organic Spices & Herbs, Oils, Honey),  
Flour Range, Rice, Cereals, etc.  
Area Handling : India & International Market.

#### Key Result Areas:

- ☞ Strategies & Business Planning, Creating System & Processes, Managing Sourcing, Plant Operations, Packing, Branding, Marketing, New Product Development, Business Development, etc.
- ☞ Initiated the idea to the board and Started E-commerce venture of Trupik Basket.
- ☞ Initiated the idea of contract farming, own farming in Punjab by putting Trupik Agro venture.

#### The Attainments:

- ☞ Strategy to start building the foundation for a new start up in Food & Vegetables.
- ☞ Designed 124 Unique Products in Organic Spices, Organic Herbs, Organic Oils, Rice, Lentils & Jaggery Categories and launched in Indian domestic market & Canada market too.
- ☞ Successfully developed a system of back hand sourcing of Direct from FPO, Food Parks & Farmers which will Help our front hand in Sales, New Product Launch in Existing Stores and organised Promotional Activities to create awareness of our brand etc.
- ☞ Creating a strong team of Operations, Office, Purchase & Sales to support the business scalability.

Execution of new Ideas into business, systems to have check on the Quality, Negotiations with Vendors, Assortment, Term of Trade Negotiations & Pricing, Finance, Operation, Marketing Agencies, etc.

**Walmart India Pvt Ltd.****May'10 – May'18****National - Buyer (Rice & Bulk Spices)**

Product : Food Products (Rice & Spices)  
Area Handling : All India

**Key Result Areas:**

- ☞ Handling everything from Sourcing to Consumption of our products as a Profit Centre Head of my Categories.

**The Attainments:**

- ☞ Successfully developed a system of back hand sourcing of Rice & Spices Direct from Companies and Helped front hand in Sales, New Product Launch in Existing Stores and organised Promotional Activities etc.
- ☞ Managed a Team of 1 Asst Merchandisers.
- ☞ Won 7 Awards (Best Merchant) for sustainable growth in Buying & Merchandising In Just 6 Yrs (2010-2016) Good Incremental Growth, and Recognition by Management on many occasions.
- ☞ Rice Category Growth More than 360% in 7 years with a Good Profitable Margins which is highest in any of the Commodity. The company decided to increase my profile by giving me additional charge of Spices after 1 & half year.

Quality Check, Vendor Listing, Assortment, Item Maintenance, Local Assortment, Term Of Trade Negotiations & Pricing, Margin Maintenance, Coordination with Sales, Finance, Operation, Marketing & Replenishment Team, Launching All S.K.U'S in New Markets, Managing Promotional activities & Awareness Programmes, etc...

**Sunstar Overseas Ltd., New Delhi.****Oct '08 to March' 10****Sr. Manager- Business Development (Organic Food Division)**

Product : Organic Food Products (Rice, Pulses, Floors, Spices, Ready to Eat)  
Area Handling : India (Domestic)

**Key Result Areas:**

- ☞ Handling everything From Sourcing to Consumption of our products as a Profit Centre Head including Production, Marketing & Branding

**The Attainments:**

- ☞ Successfully developed a system of back hand & front hand, Product Launch in Modern Trade and A category towns as well as organised Promotional Activities etc.
- ☞ Managed a Team of 1 Office Asst., 1 Co-ordinator, 2 Purchase Manager, 1 Manager (Promotions), 2 Packing Managers, 1 Store Manager, 1 Dispatch Manager, 7 Area Managers, and 24 Sales Officers.
- ☞ Direct sourcing of Pulses, Atta, Wheat, Rice, Spices from Organic Farmers & Associations throughout India for our Delhi Plant. Quality Check, Price Negotiations & fixing, Appointment of Super Stockists & Distributors, Sales Team Appointments, Launching all S.K.U'S in New Markets, Handling Key Accounts & Modern Retail, Managing Promotional activities & Awareness Programmes, etc...

**Vishal Retail Ltd., Mumbai.****May '08 to Sep '08****Head- Staples (Sourcing & Branded Category)**

Product : Staple Category (F.M.C.G)  
Area Handling : Western & Southern India

**Key Result Areas:**

- ☞ Handling all the sourcing and Buying of Branded Rice, Oil, Dry Fruits etc... Operations of my areas.

**The Attainments:**

- ☞ Successfully developed a system of back hand & front hand, sales Promos for Stores as well as organised Promotional Activities like Mega Combo Offers, Live in store Kitchen, etc.

- ☞ Prestigiously achieved Sales Turnover in West & South India (19 Stores) 2.15 Crores in August month with a marvellous growth of 26 %.
- ☞ Managed a Team of 2 Purchase Managers, Store Staple Leaders of West & South.
- ☞ Developed Own Brand Wheat Atta within a short time period of 2 months.
- ☞ Handle Branded Oil individually in a very aggressive manner within a short span of time and shoot up the sales with 37 % growth in the oil category. Oil negotiations and timely buying according to market trends with big brands.
- ☞ Direct sourcing of Pulses, Atta, Wheat, Rice, Spices from Domestic Millers & Brokers for our 4 D.C.

#### **L.T. Overseas Ltd., Gurgaon.**

**Dec '07 – April '08**

##### **Sr. Area Sales Manager**

Product : Daawat Basmati Rice  
Area Handling : Gujrat & Maharashtra & Goa (Western & Central India)

##### **Key Result Areas:**

- ☞ Handling all the sales and marketing operations in the assigned areas.

##### **The Attainments:**

- ☞ Successfully developed a Retail System, aided in new area development, devised Institutional Sales System as well as organised Direct Consumer Contact Programmes, Promotional Activities like Road Shows, Live Kitchen, etc.
- ☞ Prestigiously received Best Sales Turnover in India 22.45 Crores, there after given the responsibility of handling operations in Maharashtra from Apr 2008.
- ☞ Managed a Team of 4 Sales Officers in Gujrat and 4 Sales Officers in Maharashtra.

#### **Tilda Riceland Pvt. Ltd., Gurgaon.**

**Jun '06 – Nov '07**

##### **Area Sales Manager**

Product : Tilda Basmati Rice  
Area handled : Gujrat & Maharashtra (Western India)

##### **Key Result Areas:**

- ☞ Supervising the appointment and management of Distributors.
- ☞ Taking care of the Budget Control & Promotional Activities.
- ☞ Ensuring the achievements of Targets and handling Payment Clearance.

##### **The Attainments:**

- ☞ Developed **Three Tier Systems** in the market.
- ☞ Championed a turnover of Rs. 10.75 Crores in 2006-2007.
- ☞ Handled a team of 1 T.S.I, 1 Sales Officer & 3 I.S.R.
- ☞ Conducted P.R Development, Q.P.S for Dealers & Retailers to ensure maximum profits.

#### **L.T. Overseas Ltd., New Delhi**

**Sept '02 – Jun '06**

##### **Area Sales Manager**

Product : Daawat Basmati Rice  
Area handled : Maharashtra & Chhattisgarh (Western India)

##### **The Attainments:**

- ☞ Developed Three Tier Systems In The Market.
- ☞ Received the **Sales Performance Reward** in 2003-04 for 136% Target Achievement.
- ☞ Managed a Team of 5 Sales Officers.
- ☞ Successfully drove escalation in turnover from Rs. 5 Crores in 2002-03 to Rs. 18.75 Crores by 2005-06.
- ☞ Conducted programmes like - Consumer Contact Programme, Live Kitchen, Kitty Parties Sponsorship, Loins Club Promotion.

#### **Brew Tea India Ltd., New Delhi**

**May '98 – Jul '02**

**Area Sales Manager**

Product : Tea (F.M.C.G)  
Area handled : Punjab, Haryana, H.P & Chandigarh (North India)

**The Attainments:**

- ☞ Pivotal in increasing turnover from Rs. 22 Lakhs in 1998-99 to Rs. 87 Lakhs in 2001-02.
- ☞ Captured the Sale of Interiors in Amritsar Pathankot, Kangra, Mandi and Sirsa.
- ☞ P.R. Development, Consumer awareness programme, Q.P.S for Dealers & Retailers.

**H-LON Hosiery Ltd., New Delhi****May '96 to April '98****Area Sales Officer**

Product : Socks & Undergarments (F.M.C.G)  
Area handled : Punjab, H.P & Chandigarh (North India)

**The Attainments:**

- ☞ Recipient of the Best Payment Clearance & Best Performance in Sales Awards.
- ☞ Pivotal in increasing turnover from 69 Lakhs in 1996-97 to 1.09 Crores in 1997-98.
- ☞ Handled sales operations in the areas of Sirmor District & Shimla Belt of H.P, Phagwara Belt, Pathankot Belt in Punjab and Chandigarh.

**New Tobacco Company Ltd., Calcutta****Sept '94 to April '96****Sales Officer**

Product : Cigarette (F.M.C.G)  
Area Handled : Haryana & Chandigarh (North India)

**The Attainments:**

- ☞ Was awarded the Best Performance in Sales Award. Joined as Sales Representative and got promoted as Sales Officer within 4 Months.
- ☞ Pivotal in increasing turnover from 21 Lakhs in 1994-95 to 69 Lakhs in 1995-96.

**EDUCATION**

<b>M.B.A</b> (Sales & Marketing)	Indian School of Business Management & Administration	2007
<b>B.A (Economics)</b>	Kurukshetra University & M.P.N. College	1994
<b>10+2 (Commerce)</b>	Bhiwani Board & M.P.N. College	1990
<b>Metric</b>	Bhiwani Board & B. D. School	1988

**PERSONAL VITAE**

**Date of Birth** : 3 November 1971  
**Language known** : English, Hindi, Punjabi, Marathi  
**Contact Address** : Flat No. 104, Satguru Apartments, 4<sup>th</sup> Floor,  
Near Indian Oil Petrol Pump, Sector 52, Gurgaon-122002.  
**Permanent Address** : Dhanwantri Niwas, 3-F, Ram Nagar, Ambala Cantt- 133001, Haryana  
**Preferred Location** : Globally Mobile