



JAYESH KHABAR

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A smart & confident person, known for his energetic and cooperative attitude combined with good business skills. Always looking for opportunities to learn, contribute and not to make myself obsolete. | **Ranked No.1 Salesman at Sony (2013)** | [Appeared](#) on National TV new channel in business interview as Product Manager.

SKILLS

EXPERIENCE

Jun 2018 – Present

CATEGORY HEAD – IT (PC/MAC/TABLETS/PRINTER/MONITORS) @ [SHARAF DG](#)

- **Responsibility:** Monitor Top & Bottom line targets and achievements, Planning Sales & Income of Events (DSF, Gitex, etc), New Initiative Planning / Implementation & Monitoring, Portfolio Planning, Vendor Management, Price Negotiation, Competition Mapping, Press, Event & Review Presentations.
 - **Portfolio:** Responsible for IT Category (PC/Mac/Tablets/Printers/Monitors) for Sharaf DG.
 - **Business & Team Size:** AED 370 million (\$100 million) per year with 2 Category Managers reporting directly.
 - **Brands Portfolio:** *Direct:* Apple, Microsoft, Intel, HP, Lenovo, Acer & Asus. *Indirect:* Dell, Samsung, LG, Canon & Epson.
 - **Impact:** GfK Share for the category up by 0.9% within 4 months.

Jan 2017 – May 2018

RETAIL MARKETING & BUSINESS DEVELOPMENT MANAGER @ [EROS ELECTRICALS LLC](#)

- **Responsibility:** A&P Budget Management, Marketing Calendar, Media Planning, Vendor Management, Seasonal Catalog Production, Co-Branding Activity, Space Selling, Trade Shows, Mall Leasing Management, Consumer Research, POP & Merchandising, Trade Marketing.
 - **Portfolio:** Retail Marketing & Business Development for 30 Eros Digital Home stores – with focus on *Hitachi & Midea* brand appliances as Eros is MEA distributor for them.
 - **Growth:** From ideation to execution - 10 successful marketing campaigns during 2017 covering ATL, BTL & Digital to drive sell-out. Leading to USD 76 million in revenue in 2017 with 13% growth over 2016. Retail industry growth during same period: 3% (Source: GfK)
 - **Customer Retention:** A GCC first activity in Consumer Electronics Retail - Launched [EROS-UNB Co-branded Credit Card](#).
 - **Business Development (Bottom-line Enhancement):** Started & Owned consumer specific Value Added Services: Exchange Trade-in, Extended Warranty Program & Bank Finance.

Oct 2015 – Dec 2016

CATEGORY MANAGER: TV-AUDIO DIVISION @ [EROS ELECTRICALS LLC, UAE](#)

- **Responsibility:** Buying & Sales Forecasting, Vendor Negotiations & Management, New Category Development, Category Promotions, Inventory Management, P&L Responsibility, Planogram
 - **Portfolio:** 5 primary vendors - Samsung, LG, TCL, Sonos & Bose with 200 SKUs.
 - **Result:** Achieved sales with growth of 7% in value over previous year in a de-growing market.
 - **Result (Margin Enhancement):** Margin up for TV Category by 1.5% with increased sales of high-margin TCL Brand.
 - **Planning:** Reduced aging inventory by 80% over a period of 6 months.
 - **Initiative:** Developed Space-on-Hire for the AV Category – thus adding to the bottom-line.

Jul 2015 – Sept 2015

KEY ACCOUNT MANAGER: HOME APPLIANCES @ [GfK, INDIA](#)

- **Responsibility:** Client Management, Data Analysis & Presentation, Project Management, Report Writing for Publications, Upselling Reports & Revenue Maximization.
 - **Portfolio:** Representing the categories of Major Domestic Appliances & Small Domestic Appliances to GfK clients – Fortune 500 companies: Samsung, LG, Whirlpool, Bosch, Panasonic & Voltas, Bluestar.
 - **Achievement:** Sold a one-time SDA report to LG worth USD 25,000 in the first month of joining.

June 2014 – June 2015

PRODUCT MANAGER: SMARTPHONE DIVISION @ [SONY ELECTRONICS, INDIA](#)

- **Responsibility:** Portfolio Planning, Channel Enhancement, Area Marketing, Pricing Strategy, Data Deep-dive, Competition Mapping, New Product Launch, Training, Display Enhancement, AOP
 - **Business Size:** USD 225 million / year.
 - **Result:** Achieved No. 2 market share in the Premium (USD 600+) segment in 2015.
 - **Know Your Customer:** Planned & introduced India specific "mid-range, mass-segment" model - Leading to all time high market share of 13.1% in the \$3 billion Indian Smartphone Market.
 - **Strategy:** Delivered a showstopper "Xperia vs iPhone" training presentation, which led to Apple being toppled from No. 2 spot in the Premium segment. Appreciated at Tokyo HQ.

Jan 2012 – June 2014

CHANNEL SALES MANAGER @ [SONY ELECTRONICS, INDIA](#)

- **Responsibility:** Handled 42 retailers across various channels for a business size of USD 300,000/month. Key KPI's: Target Achievement, Trade Marketing, Trainings, Dealer Management, Business Expansion, Sales Process Enhancement, Key Account Management.
 - **Channel Mix:** 1 Distributor, 35 Sub-Dealers, 2 Brand stores & 2 Power Retailers: Vijay Sales & Sargam Electronics.
 - **Awarded:** Rewarded No. 1 sales person in 2013 for Camera Distribution business growth.
 - **Result:** 124% Y-o-Y growth FY'13 vs. FY'12 for Distribution Business.
 - **Initiative:** Introduced Sony DSLR's & Professional Cameras to the assigned territory and captured a market share of 16% in the very first year.
 - **Team Management:** Handling a team of 7 promoters + 2 marketing coordinators.

Mar 2010 – Jan 2012

PRODUCT MANAGER: CAMERA DIVISION @ [SONY ELECTRONICS, INDIA](#)

- **Responsibility:** Line-up Planning, Sales Planning, Channel Enhancement, Area Marketing, Market Analysis, Competition Mapping, New Product Launch, Training, Marketing Communication.
 - **Business Size:** USD 85 million / year.
 - **Result:** Captured a dominating No.1 market share in Digital Camera Business all India.
 - **Initiative:** Expanded operations to Photochannel – resulting in Y-o-Y sales growth of 45% in 2011.
 - **Influencer:** TV Commercials influenced by me featuring Deepika Padukone: [TVC-1](#) & [TVC-2](#).

May 2007 – Mar 2010

PRODUCT MANAGER: TV DIVISION @ [SONY ELECTRONICS, INDIA](#)

- **Responsibility:** Product Planning, Training, Market Research, Marketing Communication, Marketing Analysis, VMD Planning, Competition Mapping, Area Marketing, Transition Planning.
 - **Business Size:** USD 230 million / year.
 - **Challenge:** Transitioned the TV Business from CRT to LCD era: All India Display Enhancements.
 - **Result:** Captured no. 1 market share in the 46" & above segment.
 - **Spokesperson:** Key speaker at New Product Launch Press Conferences.

EDUCATION

2006 – 2007
2018 – Present

MBA, MARKETING – [SP Jain Global School of Management](#), Dubai, UAE.
DIGITAL MARKETING CERTIFICATION – [Google Digital Garage](#)