

# Pandit Mali

## Experience

### **Employer : Indira Institute of Management, Pune**

15.04.2004 till date ( 4 years )

Working as **Assistant Professor** for MBA (affiliated to University of Pune). Teaching Retail Marketing, Distribution Management, Sales Management, Marketing Management

- Adept in using methodologies like case study, role plays, simulation games
- Guided over 100 students for summer projects

### **MDP & research Projects:**

- Conducted MDPs for Directorate of Technical Education, Maharashtra under Technical Education Quality Improvement Program for Lab Assistants, Class IV employees of Engineering colleges in Maharashtra.
- Conducted research for M/s Penosh Transport, Pune on “Feasibility of Refrigerated Transportation”
- Conducted research for a group of builders (M/s Nawany Construction, M/s J P Mehta & Associates, etc.) in Vasai on “Analysis of customer preferences and future of real estates in Vasai Virar sub-region.
- Conducted research of 3000 consumers in Pune and Mumbai for FMCG Consumer Reaction Awards 2004 held at Mumbai

### **Research Papers and Articles:**

- Research paper (co-authored) on “Role of Management Institutes in Solving Environmental Issues and Problems” in International Conference on Green Competitiveness for Sustainable Development” held on 27-28 October, 2006 at India Habitat Center.
- Research paper (co-authored) on “Role of Management Institutes in Solving Environmental Issues in Pune in Sustainable Energy Conference in New Delhi.
- Article on Rural Marketing in in-house magazine “Tapasya”
- Article on “Corporate Social Responsibility : Point and Counter point” in in-house magazine “Tapasya”

**Employer : Gujarat Co-operative Milk Marketing Federation Ltd. (Amul)**

01.06.1995 to 31.03.2004 ( 9 years )

Worked as **Branch Manager** in various branches of Maharashtra and as **Regional Sales Manager** for Maharashtra and Goa. Handled a **T.O. of Rs. 200 crores per annum** while posted at Mumbai.

Implemented the TQM (Kaizens, 5 'S' of Housekeeping, etc.)

Implemented the Hoshin Kanri (Policy Deployment) – Japanese Strategic Management Technique for over 7 years.

Conducted following **training programs** for sales force (**Sales Executive to Manager level**) of Maharashtra and Goa:

- Sales Competencies Development
- Internal Consultant Development
- Hoshin Kanri (Policy Deployment) Workshop
- Total Quality Management program for GCMMF employees
- Total Quality Management program for Wholesale Dealers of Maharashtra

Attended 2 days training program on Edward de Bono's "**Six Thinking Hats**" and "**Lateral Thinking**" conducted by TCS.

**Extensive experience in marketing and sales** of FMCG goods, business planning, developing markets, building Distribution network, launching new products, developing cold chains, planning and implementing local promotions. Sales targeting, managing and motivating sales force.

Launched Amul Lite, Amul ice-cream, Amul fundoo chocolates, Amul Kool Flavoured milk, Amul Masti Dahi, Amul UHT milk, Dhara Health Sunflower oil, Amul Gulab Jamun, Amul Mozerella cheese, Amul Frozen Paneer, Amul soups, etc.

- Strengths :**
1. Analytical skills
  2. Communication and presentation skills
  3. Open minded
  4. Empathetic
  5. Active listener

## ACADEMICS

Examination passed	Division with % of marks	Subjects	Year of passing	Board/University	Distinction achieved if any
Ph. D. (pursuing)		Marketing Management		University of Pune	
PGDRM (Equivalent to Masters degree)	<b>CGPA</b> <b>2. 84 / 4. 3</b>	Specialization – Marketing Management	1995	IRMA Anand (Accredited by AICTE)	
B. Tech. (Agri. Engg.)	<b>84. 30 %</b> <i>Gold Medalist</i>	Irrigation Engg. Agri. Process Engg. Soil & Water conservation, Farm Equipments	1993	MPKV, Rahuri	Distinction
HSC	<b>84. 67 %</b>	Mathematics, Physics, Chemistry, Biology, English, Marathi	1989	Pune	Distinction

### **Personal Details :**

Date of Birth : 1<sup>st</sup> June 1971

Marital status : Married

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