

# TUSHAR TANAJI KALE

DEPUTY MANAGER – Product Management

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Location: Mumbai, India

## Career Summary

Dedicated Product Manager and effective leader over experience of 6 years who excels at using proven methods and cutting-edge technology to successfully cut costs, streamline operations and thereby increase productivity. Assertive and enthusiastic with extensive knowledge of process optimization and an unsurpassed work ethic. I have handled varied responsibilities such as managing product life cycle (PLC) of all products in the portfolio, market research for studying consumer and competitor behavior to ensure market leadership of the organization for continuous growth. Exceptionally creative and resourceful electrical engineer with the ability to handle multiple tasks simultaneously with high professionalism and accuracy. Effective communicator, patient listener with strong leadership and analytical qualities.

## Areas of Functional Expertise

• Strategic Planning	• Six Sigma	• Market Intelligence
• Product Pricing	• Inventory Management	• Product Management
• Process Improvement	• Supply Chain Management	• Team Leader

## Work Experience

### RAK Ceramics India Ltd., Mumbai

**RAK**  
CERAMICS

Deputy Manager – Product Management	July 2019 - Present
<ul style="list-style-type: none"><li>Responsible for ceramic tile vertical on pan India level with respect to Product Planning, new product development, product pricing, schemes promotions, inventory management and marketing collaterals</li><li>Understand and gather requirement from PAN India sales team and manage production planning to smoothen the process</li><li>Manage new product development working by closely on customer demands, gap analysis and market research</li><li>Coordinate with production, supply chain and vendor development team to ensure execution of production plan</li><li>Carryout market research, competition bench marking, understanding white spaces and territory mapping for existing as well as new products</li><li>Coordinate with sales, supply chain, production and design team to have same understanding for the product.</li><li>Prepare NPD calendar, marketing plans, product communication/schemes and trade marketing activities like road shows, displays, branding and communications at dealer counter</li><li>Develop and manage all category communication like catalogues, swatch folder etc. and design tools (including product training programs, corporate presentations etc.) to effectively support business development and sales</li><li>Price positioning in comparison with product category and competition &amp; analyze product margins at regular intervals and take corrective action whenever necessary</li></ul>	

### NITCO Ltd., Mumbai

**NITCO**

Assistant Product Manager – Wall Tiles	Nov 2017-July 2019
<ul style="list-style-type: none"><li>Handling one product vertical on pan India level with respect to product pricing, product strategies, marketing communications, promotions and new product development</li><li>Coordinate with sales, supply chain, production and design team to have same understanding for the product</li><li>Understand market and analyze product performance with respect to competition</li><li>Understand market requirement and suggest new product development accordingly. Also design and develop new products to capture target market potential</li><li>Prepare NPD calendar, marketing plans, product communication/schemes and trade marketing activities like road shows, displays, branding and communications at dealer counter</li><li>Competition benchmarking and develop market strategy accordingly</li></ul>	

<b>Assistant Manager – Product Management Group</b>	Feb 2015-Jul 2017
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- Responsible for managing the sales of one product vertical across India
- Meticulously plan and coordinate the important supply chain management functions including depot profitability, demand forecasting, aggregate planning, production planning, SKU rationalization, managing liquidation of discontinued SKUs
- Maintain the balance between life cycle of all products to ensure consistent performance and growth
- Identifying trends in sales performance region wise and providing recommendations for improvement
- Prepare sales forecast and collects and analyzes data to evaluate current sales goals
- Prepare necessary reports to track the product growth and market penetration
- Recommends changes to current sales technique, promotional efforts based on market research
- Understanding white spaces and territory mapping based on sales data
- Drafted new launch proposals (Schemes) to determine sell in, sell through and cannibalization projections, and collaborated with cross functional teams to reach consensus on final benchmarks
- Designing and developing schemes for product portfolio for boost up the sales as per requirement
- Coordinate with marketing team for developing product catalogues and other promotional tools
- Efficiently manage the responsibilities of product vendors as per the contract and statement of work
- Generate SM/NM reports to all India sales office to optimize inventory month on month
- Regional sales analysis for understanding product contribution
- Preparation of sales and Plant realization budget across all products, all regions and analyze the performance on monthly sales basis
- Supporting sales team to increase service level to end customer and boost up sales
- Calculate the 'make verses buy' decision as well as the costs that will be incurred internally or externally through vendor
- Effectively assist with sales in pricing proposals of the project and in the approval of special pricing
- Coordinate with other departments for smooth operations to ensure that product is available in market throughout the year

**Achievement**

- Analyzed the SM/NM inventory of worth 23 cr in plant and removed the entire stock within span of 1 year
- Effective pricing to impact the product life cycle

**Sandvik Asia Pvt. Ltd., Pune**

<b>Internship Trainee</b>	May 2014- Jul 2014
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- Worked along with global managers, lead analysts and consultants in sourcing analytics of indirect purchase department
- Developed a strategic model for evaluation of global supplier on both qualitative and quantitative aspect
- Efficiently supported the complete life cycle of various global analytical exercises for various global suppliers

**Achievement**

- Developed a strategic model for supplier evaluation
- Managed to save nearly \$200 in brief report and \$1000 for detailed report

**Suzlon Energy Ltd., Pune**

<b>Project Engineer</b>	Sep 2011- Aug 2013
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- Methodically procured the material for the project in consultation with the procurement as well as production team
- Carefully analyzed the requirements of the customer as per the application data
- Efficiently conducted the trials and customer inspection in coordination with field service team on site
- Fully supported the installation and commissioning activities of WTGs at site
- Effectively resolved all the performance issues/concerns of the investors as well as customers

**Achievement**

- Handled the major clients like Tata Power and all the important state government project
- Created VB modules to generate project dashboard reports

## Educational Details

Degree	College/University	Class
MBA in Operations	University of Pune	Distinction
B.E in Electrical Engineering	University of Pune	Distinction

## Additional Qualifications

- Completed Logistic Management by CII, Chennai in Understanding Role of Supply Chain & Operations in field of Logistics with A Grade
- Completed Six Sigma- Green belt by Anexas Consultancy, Denmark in Understanding Flow and Tools of DMAIC Methodology
- Successfully completed B to B Selling Programme Called Creating Client Value Build by Imparta in Conjunction with London Business School, Insead & Nell Rackham Facilitated by Stratecent Consultancy
- Completed 250 Hours of Comprehensive Performance-based Leadership Development Program by Stratecent Consulting
- Successfully completed Windows, MS Office – Advance Computer Course (MS Word, MS Excel, MS Power Point)
- Gained significant knowledge of SAP R3 ERP-SD module, Auto Cad 10, MS Project, WASP (Wind Atlas Analysis and Application Program), WindPro, Wind Farmer, C and VB Languages

## Workshops Attended

- Attended Workshop on Theory of Constraints which helped in understanding bottleneck in system.
- Attended Workshop on Lean Management which gave holistic view of reducing or eliminating waste.

## Personal Details

**Date of Birth** 23 Jul 1989  
**Nationality** Indian  
**Languages Known** English, Hindi, Marathi  
**Interests** Playing and Watching Cricket, Listening to Music  
**Permanent Address** Flat No. A/5, Rutugandha-1, Appt Rutunagri Dhayari, Sinhagad Road Pune-411041