

Contact

Plot # 785 First Floor VPO
Chakkarpur Gurugram
+919818755585 (Work)
abhaya.babbar@gmail.com

www.linkedin.com/in/abhayababbar
(LinkedIn)
www.digitexmedical.com
(Company)
digitexstore.com (Company)
tdfcafe.com (Company)

Top Skills

Business Development
Market Research
Management

Languages

English (Full Professional)
Hindi (Native or Bilingual)
German (Elementary)

Publications

ColorDoppler Magazine- Company
Coverage- September 2012

Abhaya Babbar

A Hustler - Director at DIGITEXMedical & DIGITEXFood. Partner at
Ashima Abhaya Artworks - An Art Couture Brand | MBA-IB
Gurgaon, Haryana, India

Summary

"I have a dream. A dream to build a Multinational Enterprise." -
Abhaya Babbar

I am a professional entrepreneur with a decade long experience
in Healthcare, F&B and Lifestyle retail space. I specialise in
International Business, Marketing, Business Finance and
Ecommerce. I have lead international alliances with Foreign OEMs,
launched imported hi-technology products in India, collaborated
with bankers for project funding and ran E-com platforms-
www.digitexstore.com and www.tdfcafe.com.

I have exported & imported products all through during these years.
I work with bankers, investors, employees and customers to create
maximum value through my ventures.

Thanks for visiting here. I am open for new assignments,
collaborations and consulting projects in Healthcare, F&B and
Lifestyle Retail.

I am keenly interested in Advertising, IT Consulting, Real Estate and
Hospitality businesses.

I am committed to share my experiences with likeminded people,
learn and re-learn in the process.

Let's be a force to reckon with. Together !! Let's get started !! Let's go
places !!

Contact: Email: abhaya.babbar@gmail.com or Call:+919818755585 |
Base: Gurugram, Delhi-NCR, India

Experience

DIGITEXMedical

Addn. Director

September 2015 - Present

New Delhi

1. > 10 Years progressive experience in Import, Marketing and Distribution of Healthcare Products & Services.
2. Work include Business Development (Institutional, Corporate, Channel), Business Management, Branding, Research & Consulting.
3. In BD, I have worked on Direct, Channel & Online Sales selling Hi-end Healthcare products to Govt./Corporate Hospitals & Distribution Network. In BM, I have worked on Marketing including Co. Branding, Magento eCommerce, B2B Network Marketing, Digital Media, Print Publications and Events.
4. In Organization Development space, I have worked on Branch Mgt Operations such as HR-Generalist Profile, IT Networks, FP&A, Taxation & Audit.
5. I have worked with Start-ups, Scale-ups and Indian MNC Cos. over the years and have focused majorly on Capacity Building and Change Management as a businessman.
6. I had hands-on experience on business development including revenue and p&I mgt for classified products. This included institutional sales, channel sales and ecommerce market operations for cardiology, anesthesia, obs-gynae, respiration, hospital lighting and OR products.
7. I have worked on business excellence initiatives by getting ISO 9001-2008, EN ISO13485:2012 and OBL CE Product Certifications for company and its products.
8. I have worked on product launches by getting International Partnerships with OEMs from Europe-UK, Germany, Turkey and Asia Pacific- Japan, China & Korea. Traveled and executed projects in Middle East, Singapore, Hong Kong, China and Srilanka. Exported products to Saudi Arabia, Singapore and Dubai.
9. I have handled major accounts such as Max Healthcare, Sir Gangaram Hospitals, AIIMS, PGIMER, Safdarjang Hospital, HSCC, PGI Rohtak etc.
10. I have identified and on-boarded channel partners in UP, Haryana, Rajasthan and J&K for the company over the past five years.
11. I am also working on Customs, MCA & Sales Tax compliances.

DIGITEX FOOD SERVICES PVT. LTD.

Director

May 2017 - Present

Gurgaon, Haryana, India

Business Development, Marketing & Management at The Desserts Factory India (www.tdfcafe.com).

1. At TDF, I am currently implementing primary production systems, supply chain systems, financial reporting systems, HR compliance and SOP as per FSSAI and ISO quality system standards.
2. I lead company E-commerce platforms, digital platforms and execute paid/unpaid campaigns on Zomato, Swiggy, Foodpanda, Ubereats and FB.
3. I lead negotiations for all capital purchases, lease contracts, bank financing and working capital. All statutory and legal licence paper work is done by me such as Labor Licence, MCG Licence, FSSAI and GST.
4. In last 6 months, at TDF, we have doubled our production capacity for complete range of products by moving to a 2000 sqft factory and built first retail outlet measuring 300sqft in Gurgaon.

Ashima Abhaya Artworks

Partner

August 2017 - Present

Gurgaon, Haryana, India

Business Development & Marketing of Fine Arts, Home Decor & Furnishing products designed and developed by Contemporary Artist Ashima Abhaya.

DIGITEXMedical

Manager-Channel Sales

October 2010 - September 2015 (5 years)

New Delhi Area, India

Business Development & Project Execution

Achievements:

1. Executed projects worth INR 12.5 Crores in last few years.
2. Obtained regional distributorships with Omron Japan, Waldmann Germany and Etkins Turkey.
3. Executed Max Hospital Mobile Telemetry System, Dickoya Hospital (Srilanka) Installations and Crisis Management at AIIMS, Delhi and PGIMER, Chandigarh.
4. Collaborated and Negotiated with Bankers for Working Capital. Received INR 1 Crore as LC Limit and INR 50 Lakh as Bank Guarantee Limit in FY 2013-14.
5. Implemented ISO 9001-2008 and EN ISO 13485-2012 QMS in the company.

6. Designed & launched- www.digitexmedical.com | www.digitexstore.com | blog.digitexmedical.com

7. Independently organized 1 day event at Hotel Le Meridien, Windsor Place, New Delhi to commemorate 20 Years Business Partnership between DIGITEXMedical and Philips Healthcare India with a gathering of 200 delegates.

Birlasoft

Analyst- ESG (G-PMO)

December 2009 - November 2010 (1 year)

Financial Modeling & Analysis, Revenue Forecasting & Budgeting, Global Project Management, Process Re-engineering, Operational Excellence and Quality Management.

Achievements:

1. Member of Global Business Excellence Team handling Financial Modeling. Worked as Business Financial Controller (Revenue Side) and reporting to Birlasoft CFO/CDO in monthly presentations. Monitored 100 projects on monthly basis.
2. Published Birlasoft Monthly Board Communiqué's single handedly- Functional MIS.
3. Coordinated with Geo-Finance teams based in Australia and UK for Business Intelligence.
4. Initiated System Overhaul and developed Effective Reporting Systems- R2M Tool.
5. Successfully completed BIRLASOFT SIX SIGMA- Yellow Belt Training Modules in Statistical Process Control with 84% aggregate score.
6. Received 100% Performance Incentive with 'BEST' category rating and Internal Rating -5/5.

Milagrow Business and Knowledge Solutions

Management Consultant

May 2007 - January 2008 (9 months)

Industry Research & Client Delivery. Handled clients LG Life Sciences, Maharaja Whiteline, Sight & Sound India, Happily Unmarried executing market research and operational excellence.

Achievements:

1. Executed market research for Maharaja Whiteline by obtaining channel feedback on company products and policies in Western UP and Delhi.

2. Executed advisory deployment for Accounts & Finance department at Sight & Sound India & LG Life Sciences. Provided Logistics Systems for Happily Unmarried distribution management.

Indiabulls Ventures Limited

ARM Intern

May 2006 - July 2006 (3 months)

Client Acquisition, Investment Advisory & Portfolio Monitoring.

Achievements:

Received Pre-placement Offer from Campus while executing project.

Lufthansa Cargo

Summer Intern

May 2004 - July 2004 (3 months)

Stakeholder analysis to implement RAR Regime and C-TPAT at IGI Airport, New Delhi.

Achievements:

Certificate of Appreciation received from District Manager, Lufthansa Cargo AG.

Education

Amity University Delhi

4 1/2 Year Integrated MBA, International Business & Marketing · (2002 - 2007)

Birlasoft

Six Sigma- Yellow Belt, Statistical Process Control

Central Board of Secondary Education

High School-AISSCE, Business Studies, Accountancy, Economics, English, Mathematics, Physical Education · (2001 - 2002)