

VIJAY GABA

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Overview:

- Sales & marketing of Plastic / Smart card printers for various applications & projects
- Strategy Implementations including Business alignment
- Onsite issuance of cards for various applications
- Project Management
- Concept Marketing
- Customer Relationship Management across relevant service industry
- Vendor Management
- Recipient of the prestigious **Udyog Rattna award** in the year 2003 for Economic Development in plastic / smart card based applications in Indian market.

Relevant experience

Marketing Consultant / Freelancer

Duration : Jan'15 – Present
Designation : Marketing Consultant

My role :

- Plan, define and develop opportunities for various companies in their respective fields for Plastic / smart card based applications.
- Providing consultancy in smart card based state Driver's License solutions. Helping in making alliances among technology partners.
- Creating key accounts in PSU banks for card manufacturers to push their products.
- Helping Companies in creating tenders in Government sector to promote their product specifications & helping them to bid in large tender business.

Civil ID System (India) Pvt. Ltd., Indian Operations, Mumbai, India (A venture with Swedish & UK partners)

Duration : Aug'04 – Dec' 14
Designation : Managing Director

My role:

- Plan, define, develop and implement sales & marketing strategy and initiatives. These initiatives were Plastic / smart card applications centric.
- Led the organization to achieve our goals of becoming a preferred plastic / smart card printer supplier for various applications & projects (including RSBY & DL projects).
- Led the organization to become a preferred bureau service provider for Educational Institutes, Hospitals ,Call centers , Corporate customers & medical testing laboratories for their identification & loyalty programs.
- Led the organization to supply affordable consumables for Delhi Vehicle registration project , 1st project in India.
- Led the organization for on site issuance of contactless smart cards for access application for Deutsche Bank India & Sri lanka for their Employees, Contractors ,visitors, laptops, Library & other applications. These cards were simultaneously issued on site at Mumbai, Bangalore & Jaipur.
- Provided Consultancy to Payne India Limited to promote them in Indian Plastic / Smart card industry for various projects.
- Master distributors for Magicard printers in Indian market, working closely with FINO for their initial requirements of card issuance.

Lipi Data Systems Limited, Indian Operations ,Mumbai, India

Duration : May '03-July '04
Designation : Vice President

My role:

- Instrumental in bringing Lipi Data Systems in Indian Plastic/ Smart card industry.

- Signed up with Fargo US (Now HID Limited) as their Master Indian Distributor for their plastic / smart card printers and implemented application centric strategy to integrate various components for smart card issuance.
- Plan, define, develop and implement Roadshow for Indian paramilitary and other security agencies on issuance of secured ID cards using bank note papers from Swecoin & Civil ID Systems, Sweden.
- Led the sales and marketing strategies for promoting Fargo printers through channels & Lipi Data associates across different verticals.
- Led the cross functional Lipi team to promote Fargo printers in their strong accounts.
- Participation in various card industry related exhibitions.
- Identified POS terminals from Italy for various upcoming card based applications

Rajpurohit India Limited, Indian Operations, Mumbai, India

Duration : Jan '02 – Apr '03
 Designation : Vice President

My role

- Started card division for Rajpurohit India Limited
- Sales & Marketing of plastic / Smart card printers and consumables for small & large projects.
- Signed up with Protechno-card, Germany as their Indian Distributor for their plastic / smart card printers. Attended various training programs.
- Worked on creating new opportunities for our printers. Picked up big orders for printers & consumables from various smart card solution providers.
- Identified opportunities and opportunity costs, risks and impacts of lower card printing costs by introducing half panel ribbons for big projects.

CMS Computers Limited, Indian Operations, Mumbai, India

Duration : Apr '00 – Jan '02
 Designation : Senior Business Manager

My role:

- Plan, define, develop and implement sales & marketing initiatives of promoting Datacard centralized and decentralized issuance in various entities.
- Negotiated with GE for their centralized credit card issuance for SBI.
- Lead the initiative to promote Datacard printers in issuance of plastic card based DL. 1st project in Mumbai after successful implementation of similar project in Raipur.
- Promoting Datacard printers for smart card based DL for various states.
- Actively participated in Datacard International Distributors Annual conferences.

Lanbit India Limited , Indian Operations, Mumbai,India

Duration : Sep '99 – Mar '00
 Designation : Business Manager

My role :

- Plan, define, develop and implement sales and marketing initiatives of promoting SPI printers in Indian market.
- Defined and implemented an India centric strategy to promote different networking products imported from Korea

CMS Computers Limited, Indian operations, Mumbai, India

Duration : Sep '95 – Aug '99
 Designation : Business Manager

My role :

- Plan, define, develop and implement sales & marketing initiatives of promoting Datacard centralized and decentralized issuance in various entities..
- Picked up PO's for DC 9000 from various banks like HDFC Bank Limited, Standard Chartered Bank, Grindlays Bank for their in-house credit card issuance

Godrej Soaps Limited, (Godrej & Kis – A joint venture), Mumbai, India

Duration : Sep '93 – Aug '95
 Designation : Regional Manager, West

My role :

- To promote a new concept of instant issuance of printing color photographs of predefined options of sizes by self loading of a color negative film (cnf) by anyone without any prior experience in the industry.
- Extremely user friendly Technology from Kis France proved to be a major threat for well established & competitive QSS service labs across the country.

- Planning, Development and implementation of installing these machines at various locations (Indoor & Outdoor).

India Photographic Company Limited (Kodak India), Chandigarh & New Delhi, India

Duration : Jun '89 – Aug 93
Designation : Regional Executive

My role:

- To promote Kodak Kroma cameras , color negative films & photographic chemicals for QSS laboratories across Northern India
- Achieved fixed targets in consecutive years and was sent to visit Photokina exhibition in Germany as an appreciation of the consistent hard work.

E. Merck (India) Limited, New Delhi, India

Duration : July'85 - May '89
Designation : Sr.Sales Executive

My role:

- To promote BDH brand laboratory chemicals in all educational labs in New Delhi & Rajasthan in highly competitive & price sensitive market environment.
- Won several awards for meeting sales targets on consistent basis.
- Promoted to next level within 1 ½ years, exceptional achievement.

Educational Qualifications

Master of Science (M-Sc Organic Chemistry) in 1985 from Delhi University with 1st Division.
Post Graduate Diploma in Business Management from YMCA, New Delhi in 1991 with 1st Division.

Professional Accolades

The prestigious **Udyog Rattna Award** conferred by Institute of Economic Studies, New Delhi. for being the 1st few ones to enter into Indian Plastic / smart card Industry at the nascent stage to promote and establish Plastic / smart cards for various applications in Indian market.