

## **GUEST LECTURE SUMMARY REPORT**

**Date:** 22<sup>nd</sup> August 2015

**Topic:** Sales & Distribution

**Speaker:** Mr. Rajiv Khosla, Managing Director at Lumileds India Limited (Founded By Philips)

### **Summary of Presentation**

The guest lecture programme was organized by Prof. T K Chatterjee in the field of Sales & Distribution for 2<sup>nd</sup> year PGDM students. Mr. Rajiv Khosla, Managing Director of Lumileds India Ltd. was the key note speaker. He has 18 years of experience in the field of sales which is the starting and tipping point in the careers of young & ignited minds. A graduate from IIT Kharagpur & post-graduate from IIM Lucknow, Mr. Khosla shared his corporate experience in selling and achieving desired target. Mr. Rajiv Khosla started the presentation quoting “Distribution is King” and elaborated on it saying that the Indian system is diverse, complex and ambiguous. He mentioned that fragmented & sub-scale distribution networks are not easily scalable and that high cost of sales is attributed to more warehouses, distributors, more salespeople. He inculcated in the young minds the key factors such as “Relationships, flexibility & verbal commitments” quoting them to be superior over contracts. On a practical note he emphasized that technology & Product Innovation can be bought whereas Distribution has to be built & nurtured. Further he explained that the changing landscape has to be consolidated, simplified and transparent. This statement made session more interesting and interactive. He talked about the role of GST reforms in Sales & Distribution and why there is a need of optimizing warehousing, simplification of taxes and elimination of bill adjustments thereby discouraging cash transactions. His brilliance and sharpness of thoughts built a lot of inquisitiveness among the student managers and provoked them to ask queries. His theory of achieving growth in sales was to involve distributors in decision making so as to encourage sales innovation at grassroots level. At the end, he mentioned the six elements of distribution – Trust, Delivery, Collections, Profitability, and Scalability & Innovation. It was indeed a mind-boggling session for all the future managers who are going to be leaders of tomorrow in Marketing. He mentioned that he never stops his team from failing as it gives them another opportunity to learn from the mistake and convert it into the next success. With this ending note, Mr. Rajiv Khosla did leave a lasting impression in the young minds and provoked student managers to understand everything in-depth.