

# SANDEEP KOHLI

S-137, Panchsheel Park, New Delhi 110017, INDIA

Email: sandeep@skohli.com

Mobile: +91 98189 88888

---

## SKILL SET & ACHIEVEMENTS:

- A senior executive and entrepreneur with over forty years of experience in leadership roles with global companies like American Express and Yum! Brands.
  - Track record of successful brand launch and operations in various sectors - service, hospitality and real estate
  - 14 years with *Yum! Brands*: Strategized and led the entry of restaurant chains, KFC and Pizza Hut into the subcontinent in mid-nineties, currently over 800 restaurants in India and Area Countries (Sri Lanka/Bangladesh).
  - 10 years with *American Express*: Instrumental in the growth of American Express card member and travelers cheques base in emerging markets like Taiwan and India.
  - Strengths:
    - *Product/service ideation, launch, research and marketing*: Keeping in mind the Indian ethos and sentiments,
      - (i) Launched the world's first 100% vegetarian Pizza Hut restaurant in Ahmedabad.
      - (ii) Introduced vegetarian menu for KFC with separate kitchen equipment.
    - *Services*: Established business footprint, supply chain and world class processes for a greenfield project
    - *Real estate development and management*: Strong knowledge and experience in the Indian real estate market especially, NCR.
    - *Workforce management*: Strength of character, high ethical standards and extraordinary ability to successfully and profitably manage both executives and staff/workforce.
    - *Liaison*: Strong existing relationships and keen ability to forge further relationships with stakeholders in India. Extensive network with senior MNC executives, senior government officials / civil servants as well as services, hospitality and real estate industry players.
  - Graduate in Economics, with an MBA in Marketing from Faculty of Management Studies, University of Delhi
-

# SANDEEP KOHLI

S-137, Panchsheel Park, New Delhi 110017, INDIA  
Email: sandeep@skohli.com Mobile: +91 98189 88888

---

## PROFESSIONAL EXPERIENCE:

**2009 – To date**

Involved in various projects as an Entrepreneur, Investor, Mentor and Advisor in F&B and Real Estate space. Some highlights:

- **Advisor, Max Ventures Pvt. Ltd.**, a company owned and promoted by Mr. Analjit Singh, Founder and Chairman, Max India
  - Real Estate: Development of various land parcels in Dehradun, Najafgarh and Greater Noida
  - F&B: Strategic framework for restaurant launch and operations in Franschhoek, South Africa.
- **Advisor, F&B space:**
  - **Great Indian Restaurant Company**, partially funded by a US based VC firm. The company operated a restaurant chain by the brand name "Orange Hara", a chef independent kitchen that served Indian cuisine with a modern bar. The operating platform was similar to QSR chains, frozen to fryer concept.
  - **Gamma Pizzakraft**, a franchisee of Yum! Brands. Currently operates over 50 Pizza Hut restaurants in Delhi NCR and in Sri Lanka.
- **Advisor, Dalmia Group**, Strategized and set up a Real Estate company in South India.
- **Mentoring:**
  - **Pinky Pandit, Modus Design:** A full service architecture and interior design firm with expertise in hospitality, retail and residential spaces.
  - **Angad Chowdhry, Sphinx:** A consumer intelligence and brand strategy agency that specializes in digital ethnography, creation of online research platforms and OSINT (open-source intelligence).

# SANDEEP KOHLI

S-137, Panchsheel Park, New Delhi 110017, INDIA

Email: sandeep@skohli.com

Mobile: +91 98189 88888

## **SUN Group**

**2007 – 2009**

### ***Managing Director, India***

- Managed real estate investment and development initiatives in India including hospitality and retail sectors
- Assumed leadership role in potential establishment of a hotel JV focused on leasing, re-development and operation of prime city-center budget segment hotel properties
- Instrumental in establishment of a substantial (\$150m+) JV with leading U.S. retail property owner. The JV was for acquisition of suburban, Tier II real estate for development of multi-brand retail shopping malls (1.5m sq. ft.).
- Presented and spear headed \$130m green field development project through Investment Committee. Leveraged personal relationships to originate and negotiate \$80m non-recourse, construction finance arrangement
- Supported establishment of two additional JVs and SUN's role in the operation of *SUN-Apollo India Real Estate Fund I*, a \$630m private equity fund, raised in partnership with Apollo Real Estate Advisers.
- Interacted with senior management of a number of leading US, French and German MNC multi-brand retailers entering and developing their presence in India. Present demographic research, India entry strategy and site selection.
- Created a robust network of property owners, investors and consultants / brokers across India.

## **Yum! Restaurants International, India (formerly part of PepsiCo Restaurants)**

**1993 –2007**

### ***Managing Director, Indian Subcontinent and Indian Ocean countries***

**(1996 –2007)**

Key responsibilities:

- Business growth in the Indian subcontinent and Mauritius
- Restructuring business strategy to focus on franchisee support versus equity operations, which enabled the company to be more economically viable, shed 40% of overheads and ultimately led to over 40% growth, year-on-year (2004-7).
- Supply chain management: Established a local supply chain in keeping with Yum!'s world class quality standards by partnering and developing local suppliers. This reduced costs and made the concepts viable in the Indian context. Over 20 major suppliers were developed from scratch.

# SANDEEP KOHLI

S-137, Panchsheel Park, New Delhi 110017, INDIA  
Email: sandeep@skohli.com Mobile: +91 98189 88888

**(1994 – 1996)**

## ***Managing Director, India***

Key responsibilities:

- Defining and implementing entry strategy
- Managing environment to establish business given resistance from local non-branded players, agri-lobby and activists
- Launching the brand to change very traditional customer behavior
- Establishing retail chain: Identifying and recruiting personnel, Identifying and training suppliers
- Re-launching KFC concept following setbacks by hostile local elements. The re-launch was successful and the brand is today established with a high popularity level

**(1993 – 1994)**

## ***Country Manager Designate, Hong Kong***

Key responsibilities:

- Business development in Asia Pacific region
- Led due diligence team on the entry strategy for India

## **American Express, Travel Related Services**

**1983 – 1993**

### ***Director and General Manager, Travel and Travel Management Services, Taiwan***

**(1990 – 1993)**

Key responsibilities:

- Core travel related activities. Significant improvements, achieved up to 35% growth in Travel sales and 40% in Corporate Card sales (versus historical 10 -15%)
- Primarily responsible for bringing about a turnaround in the business.
- Development and launch of a new range of products viz. Business Travel Account. Opened a new office in Southern Taiwan.

## ***Director, Travel Related Services, India***

**(1989 – 1990)**

Key responsibilities:

- Establishing processes in order to leverage synergies between card and travel business
- Developing key account relationships and a base for card acceptance
- Developing a skilled workforce by inculcating a service mentality across the organization
- During this period the business grew on a compounded annual growth basis by over 20%. Under stewardship, team was awarded the *Chairman's Award*

**(1983 – 1989)**

Held various positions, such as: Manager, Travel Related Services, Card and Travelers Cheque Sales, India, Sri Lanka and Maldives. In the second position, established a sales function in an emerging market. This exposure enabled growth into a broad-based South Asian role fairly early in career

# SANDEEP KOHLI

S-137, Panchsheel Park, New Delhi 110017, INDIA

Email: sandeep@skohli.com

Mobile: +91 98189 88888

**Rallis India (a subsidiary of Fisons, UK, now part of Tata Group)**

**1979 – 1983**

***Product Manager, Pesticides, India***

Key responsibilities:

- Managing distribution and sales of a range of products
- Managing key account relationships
- Managing diversified sales force of 60 persons

---

## EDUCATION:

**Faculty of Management Studies, Delhi University**

*MBA*

**1979**

**Shri Ram College of Commerce, Delhi University**

*BA (Honors), Economics*

**1977**

**Alumnus of Modern School, New Delhi**

---

## PERSONAL & ACTIVITIES:

Fluent in English, Hindi and Punjabi

Married for over thirty years, with 2 children

Follow current financial trends and manage personal portfolio

---