

## **Profile: Prof. Sunil Chandran**

Sunil (Sunil Chandran) is a business consultant and trainer who enjoys working with companies and individuals to hone their skills in sales, marketing, digital initiatives and retail.

Sunil began my journey in the corporate world and spent 25+ years working with several national and international giants. He has worked with companies ranging from Nerolac Paints to Titan and Timex watches to Reliance Retail to Aditya Birla Retail to the Landmark group.

Sunil believes that taking on a new challenge is the best and quickest way to grow. This shaped his career and had him move across diverse jobs and various senior-level roles. He had the chance to work with some of the country's largest retail players when the retail industry was finding its footing in India. He has also helped set up new businesses and establish nascent industries across the country.

After over two decades working to scale and grow businesses, Sunil embarked on a happiness break. This became the start of a new path –a journey into consulting, teaching, entrepreneurship and business coaching

Sunil's latest challenge has been this jump from corporate work and he has been enjoying every moment of it. He continue to find ways to learn by teaching, experimenting ( in his business ),coaching, and consulting.

Today, Sunil manages Trilliant Consultancy where he works with businesses( medium and large ) and individuals to train them using all he has learnt in his career. His engagement in consulting is around sales, marketing, retail, distribution, and business strategy. He also help companies develop digital initiatives and work with senior-level employees on transition and performance management.

### **Noteworthy Achievements:**

- Launched and set up the Krispy Kreme donuts chain across south and west India
- Managed the Gloria Jeans Coffee chain and Fun City entertainment centres across India.
- Helped a PE fund turn an invested company-Adigas from a family-run business to a professional managed successful restaurant chain.
- Set up and profitably expanded the More supermarket chain across India.
- Set up the Timex National Sales network across the country.

### **Current Offerings:**

#### **Trilliant Consultancy**

- - Work with medium and large-size businesses to help with sales & marketing,
- - Help companies build retail and business strategy and develop digital initiatives.

#### **Trilliant Digital**

- - Co-investor & actively involved in operations of Trilliant Digital Pvt. Ltd.
- - Help small and mid-size businesses develop digital communication initiatives.

### Teaching Initiatives

- Teach Digital Marketing & E-Commerce, Strategic Insights into consumer goods & shopper behaviour and Retail Management at IIM Shillong, IIM Vyzag, IIM, Amritsar & IIM Nagpur.

### Coaching Initiatives

- Business Coaching: Coach CXOs and their direct juniors in transition and performance management.

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