



SUMIT BHATIA

Initiator
DISC Type : Di

Vice President -Sales & Marketing at Finolex Industries Ltd
Pune District, Maharashtra, India

Overview

Sumit Bhatia is the Vice President of Sales & Marketing at Finolex Industries, leading brand strategy and GTM execution. An MBA from Symbiosis Institute, his 19-year career includes leadership roles at Dalmia Cement, Bausch + Lomb, and Reebok. Colleagues describe him as a dependable, out-of-the-box strategic thinker.

Sumit is passionate about creating meaningful change and shows a keen interest in community empowerment, particularly initiatives that uplift and support women. He actively follows emerging digital and cultural trends, such as the growing influence of Gen Z consumers and the creator economy on modern marketing.

He is an award-winning marketer, having received Marketers XCellence honors for "Best Storytelling" and "Best Purpose-Driven Content. "

👍 Personality Overview

Risk-Accepting

Impact-Oriented

Conviction Driven

They respond well to objective pitches but also attach some value to relationships. They usually prefer to drive the conversation. They measure a product on its merit but can be influenced by strong testimonials.

👍 Topics They Care About

Brand Storytelling

His work centers on creating impactful, influencer-led narratives and he has won national awards for storytelling and purpose-driven content.

Category Growth

A core focus of his role is driving category expansion, premiumization, and market share gains through integrated sales and marketing strategies.

Digital Marketing Trends

He actively posts about the impact of WhatsApp, Reels, and creators on advertising, showing a clear focus on the future of digital engagement.

Community Empowerment

Actively supports and promotes the work of foundations that empower and uplift women in local communities.

Gen Z Consumers

He closely tracks the economic and cultural influence of Gen Z, recognizing them as a powerful force shaping today's market, not just the future.

Go-to-Market Strategy

[Predicted] His experience across diverse industries like cement, CPG, and telecom highlights a deep expertise in aligning GTM execution with consumer insights.



Media Appearances

Sumit has no verified media appearances

Work History

- 7-2025
Vice President -Sales & Marketing at Finolex Industries Ltd
- 2-2024
Vice President & Head- Marketing & Communications at Finolex Industries Ltd
- 4-2022 - 1-2024
General Manager – Marketing (Category Head) at Dalmia Cement (Bharat) Ltd.
- 7-2019 - 3-2022
Deputy General Manager Marketing at Dalmia Cement (Bharat) Ltd.
- 4-2017 - 6-2019
Senior Product Manager at Bausch + Lomb

Education

- 2005 - 2007
MBA from Symbiosis Institute of Business Management, Pune
- Bachelor of Technology - BTech from Dr B R Ambedkar National Institute of Technology, Jalandhar

More Information

Social Presence :



Prographics :

Exp : **18** Location : **Pune District, Maharashtra, India** Job Level : **Senior**

Designation : **Vice President -Sales & Marketing at Finolex Industries Ltd**

Insights For Selling To Summit

👉 During A Call Or A Meeting

DO's

- Get them to a point where they are ready to bat for your product internally
- Look like someone who is on top of their game
- Focus on the big picture and the strategic value of your product

DONT's

- Don't be unorganized, be prepared for the pitch
- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't keep repeating the same information, it could make them impatient

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Sumit, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Sumit is

- *Product value plays a big role, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Sumit

- *If they do not firmly believe in you, they will refuse without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Sumit Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Sumit Take Some Risk Or Not?

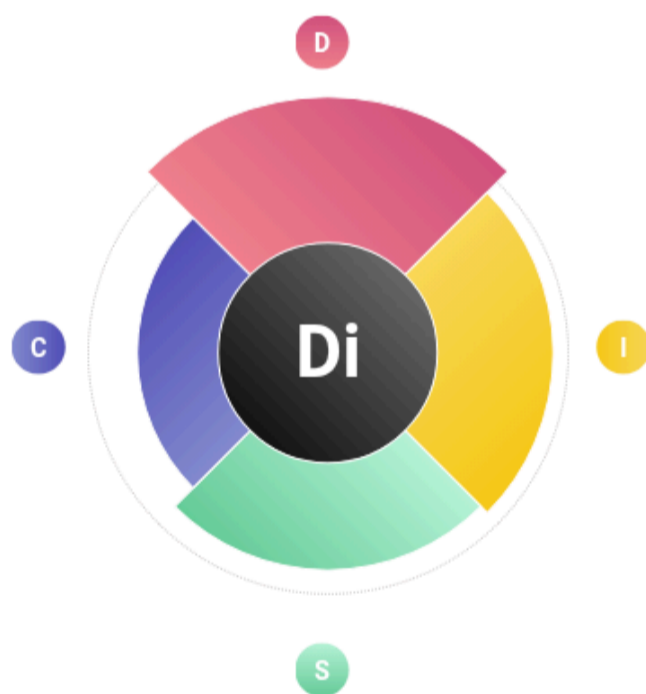
- *If necessary, they have the ability to take risky decisions.*

You And Sumit

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sumit's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.