

RAMESH BAIRI



Managing Director
Rotai Group LLC, Dubai, UAE

Summary

Ramesh Bairi is a dynamic and visionary leader with over three decades of extensive experience in international business development, strategic planning, sales and marketing, and retail management. With a strong foundation in consumer electronics and domestic appliances, he has built an illustrious career centered on market expansion, innovation, and leadership excellence. His ability to scale businesses, establish strategic partnerships, and drive revenue growth has made him a transformational force in the global market.

As the Managing Director at Rotai Group LLC, he sets a bold strategic vision—driving financial planning, operational efficiency and market expansion into new niches such as the luxury massaging chair sector—while fostering innovation and customer-centricity. His tenure as General Manager at Caliber Brands further honed his expertise in steering market analysis, building lasting client relationships and leading high-performing teams in the competitive world of domestic appliances. Earlier, as Head of Sales and Operations at Lutfi Group, Ramesh masterfully orchestrated brand leadership across multiple Middle Eastern markets, devising tailored strategies that bolstered both revenue growth and profitability. His strategic acumen was further refined as Regional Business Head at Eros Group and as Group Brand Manager & Marketing Manager at V. V. & Sons LLC, where his forward-thinking approach to brand strategy, marketing innovation and stakeholder collaboration laid the groundwork for lasting market success. Throughout his journey, Ramesh has consistently demonstrated a rare blend of strategic insight, operational rigor and adaptive leadership that continues to drive sustainable growth and market excellence.

A master of strategic planning and execution, Ramesh has orchestrated high-impact partnerships with global retail giants like Carrefour, Lulu, Sharaf DG, Amazon and Noon. His key strengths include business target achievement, brand and product management and channel distribution. His expertise in brand positioning, promotions and customer engagement has consistently elevated market presence and profitability for the brands he has led. His forward-thinking mindset, particularly in data analytics, AI-driven decision-making and digital transformation, has kept him ahead in an ever-evolving business landscape.

As an advocate for digital transformation and customer-centric innovation, Ramesh is now focusing on transitioning into strategic boardroom roles, where he aims to leverage his expertise in Corporate Governance, leadership transformation and long-term business sustainability. His ability to identify, nurture and empower talent has been instrumental in creating winning teams that drive organisational success.

Ramesh Bairi is a catalyst for transformation, a visionary who seamlessly blends strategy, innovation and leadership to drive sustainable business success. His journey from pioneering market expansions to spearheading digital transformations reflects his ability to navigate complex business landscapes with precision and foresight. As he steps into strategic boardroom roles, Ramesh brings with him a wealth of experience, an unwavering commitment to excellence and a passion for shaping future-ready enterprises. In an ever-evolving global marketplace, Ramesh stands as a beacon of strategic insight, resilience and forward-thinking leadership, ensuring businesses excel and thrive in the face of change.

Work Experience

- June 1997 – Oct 2000**
Vidyut Metallics Limited, Area Sales and Marketing Manager
- Nov 2000 – Nov 2001**
Société Saksons DE Commerce, S.A.R.L, Assistant Manager
- Dec 2001 – Jan 2003**
Sony Gulf FZE, Product Marketing Manager
- Feb 2003 – Feb 2005**
Time Force Middle East FZCO, Product Manager
- Mar 2005 – Mar 2006**
V. V. & Sons LLC, Group Brand Manager and Marketing Manager
- Apr 2006 – Nov 2013**
Eros Group, Regional Business Head
- Dec 2013 – Dec 2015**
Lutfi Group, Head - Sales & Operations
- Jan 2016 – Jan 2024**
Caliber Brands General Trading LLC, General Manager
- Feb 2024 – Present**
Rotai Health Group LLC, Managing Director

Board Relevance

Ramesh Bairi’s extensive experience in international business development, strategic planning and market expansion makes him an excellent fit for a boardroom position. His proven ability to scale a \$6M business to \$100M, coupled with expertise in e-commerce, brand management and strategic partnerships, showcases his capacity to drive growth and optimise profitability at the highest level. Ramesh’s work with top-tier retailers like Carrefour, Lulu and Amazon highlights his strength in negotiations, market penetration and business development. His strategic insight and experience in securing global distribution rights are key assets for any board focused on global expansion and sustainability. Additionally, his leadership in Corporate Governance, digital transformation and risk management aligns with modern board priorities. Ramesh’s people-centric leadership, track record of operational excellence and global market experience equip him to offer valuable guidance, ensuring organisational success and resilience in the boardroom.

Education

- Master of Business Administration (MBA) in Marketing, University Department of Management Sciences, Symbiosis Institute of Management Studies, Pune, India
- Master of Commerce (M.Com.), Mumbai University, Mumbai, India
- Post Graduate Diploma in Foreign Trade (PGDFT) in International Business, Symbiosis Institute of Management Studies, Pune, India

Core Competencies

- Strategic Business Development and Market Expansion
- Sales and Distribution Leadership
- Brand Management & Product Development
- Financial and Operational Excellence
- Technology and Digital Transformation

Industry

- Consumer Electronics & Appliances
- FMCG

Boards Served

- Aspiring