

ARVIND CHAUHAN

A **transformative leader** with a proven track record of delivering business values aligning to the organization's vision, mission, and values, seeking collaboration as a **Marketing and Sales Head** with a reputed organization



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Pune

PROFILE SUMMARY

- Competent professional offering **over 21 years** of rich & extensive experience in **Sales & Services**
- Pioneer in consistently tracking business development opportunities** against the corporate plan and effectuating strategies for increasing efficiency
- Showcased incisive expertise in** driving organizational improvements and implementation of best practices in sales & marketing
- Network Development:** Proven success in introducing & promoting new product through channels by formulating network coverage policy; formulating criteria & guidelines for dealer appointment and instituting processes, programs & systems to improve existing dealer performance as per requirements
- Expertise in** building strategic alliances to open a qualitative opportunity for accessing new markets through appointment of new distributors and reviving the existing channels
- Played a key role as Sales and After Sales Service manager and managed North central includes Delhi, UP East, UP West and Uttarakhand
- Attained BIS certification of foreign plants "Warranty Handling for PSR tyres and TBR tyres" for dealing with customer's complaints of OE & Company Network Expansion & training to OEM's and BS dealers & Field Testing of New Products whether PSR or TBR
- Leveraged skills** in translating corporate vision, to overcome complex business challenges and deliver on high-impact decisions
- Skills in** developing relationships with **key decision-makers** in target organizations for revenue
- Designed** solutions that remedy core business issues and position the organization to reach the next level of profitability
- Articulate leader** with superior **interpersonal skills**, notable success in directing a broad range of corporate initiatives.
- An ambassador of change** with the merit of successful business process restructuring, implementation of business solutions in organizations through thought leadership
- Capability in **leading, mentoring & monitoring the performance of team members** to ensure efficiency in process; **conducting training sessions** to develop competency among the team members
- Leveraging skills in managing **business development**, identifying/ developing new markets, lead generation, achieving targets for products

CORE COMPETENCIES

Market and Competitor Intelligence	<div><div></div></div>
Operational/ Business Excellence	<div><div></div></div>
Business Strategy & Execution	<div><div></div></div>
Market Research/ New Market Launch	<div><div></div></div>
Client Engagements (Stakeholders / Business)	<div><div></div></div>
Sales Improvement Initiatives	<div><div></div></div>
Business Continuity Planning	<div><div></div></div>
Product Launches and Promotions	<div><div></div></div>
Technical Services	<div><div></div></div>
Resource/ People Management	<div><div></div></div>
Leadership and Management Support	<div><div></div></div>

TRAININGS

Attended various trainings:

- Technical Service L2 at Thailand (BFTCC) with 95% marks in Nov'10
- Better approach to customer at Thailand (BFTCC) in Aug'15
- LMS training at Singapore in Sep'15
- Promoting premium patterns at Thailand (BFTCC) in Jun'16
- Global FE at Japan in Dec'17
- Maruti Udyog Ltd. including basic, advance, MPFI, Engine overhaul, diagnostic, automatic transmission



WORK EXPERIENCE

Growth Path:

Training Head (Pune), May'15 to Dec'18
State Head-Gujarat (Commercial Tyres), Jan'19 to Jan'23
Regional Head Marketing & Sales – West, Feb'23 to June'23

Technico Industries Limited, Ahmedabad

Key Result Areas:

As Regional Head Marketing & Sales (New Ventures)

- Established the new product by marketing in West Region, maintained relationship with key players.
- Created awareness through events, seminars etc. and created prospects.
- Identified and developed new **Business Development** opportunities, resulting in achieving targets.
- Maintaining Profit & Loss, met targets by developing the main distributors from the funnel.
- Market product in OEMs like MG, Halol.
- Lead and motivated a team of 3 Sales personnel and achieved 100% target in April and May'23.

Bridgestone India Private Limited, Ahmedabad

Key Result Areas:

As State Head-Gujarat (Commercial Tyres)

- Managing a team of 8 Sales personnel and 1 service person.
- Creating monthly plans (product wise, dealer wise and so on) for the respective regions in association with the team and ensuring adherence to them
- Finalizing NDOs in given region in collaboration with the SE basis various parameters such as business potential, financial health and other factors
- Providing inputs for scheme preparation to the DH and ensuring scheme effectiveness in his region
- Communicating with the Marketing Team for communicating retailing requirements and for various initiatives such as product launch and retailing initiatives (Branding at the counter)
- Ensuring demand generation through initiatives and tracking primary and secondary sales at the state level
- Ensuring sufficient levels of project inventory which is mapped and followed-up as per the prescribed processes
- Regular review of Project Sales tracker and using data/trends to make informed decisions
- Making visits to specific Project sites as and where required
- Keeping a track of and ensuring regular dealer/ Distributor payments to ensure healthy payment history and avoid OD
- Discussing dealer issues based on dealer health card and how do we resolve them as soon as possible
- Ensuring influencer engagement in the region through dealer and fleet meet
- Coordinating with the Service Team to ensure that the complaints timeline are being met regularly and any escalations or exceptions are dealt with appropriately
- Adhering to benchmark material servicing levels to dealers through appropriate interventions wherever required
- Preparing and sharing reports encompassing all relevant cuts and data and using the same to make informed decision
- Exploring new markets, non-conventional bases and developing a new distribution network to properly serve the uncovered areas

As Training Head (Pune)

- Managed and strengthened Team Training and Manager level Training
- Ensured that the team adheres to the aid down SOPs for making products
- Improved Staff behavior / guest interactions and concern handling
- Worked on new product roll-out - Managing the Effectiveness of Training
- Adhered to quality standards are maintained across all the stores
- Led Service Training modules – roll-out and implementation
- Conducted further integrating Guest Satisfaction Rating and worked on concerns to improve the guest experience, further integrating Guest concerns and work on the top issues
- Played a key role in Quality and TAT of Concern handling and managed guest escalations



PREVIOUS WORK EXPERIENCE

North Central-In-charge (Sales and Service Department)

Apr'04 to Apr'15

Bridgestone India Pvt .Ltd., New Delhi

Service Engineer

Oct'02 to Apr'04

Maruti Service Masters (Joint venture of Maruti Udyog Limited and Sumitomo Corporation Japan), New Delhi

SIGNIFICANT ACHIEVEMENTS

-  Developed strong distribution network for achieving greater market reach and penetration that increased overall business by 20-30% through Dealer/Distribution Meetups; increased business by 22% in truck tyres and sold 3850 more tyres in 2021.
-  Developed policies and procedures for the sales team and implemented STAR sales training to increase KPI (Key Performance Indicator).
-  Generated JVs in coordination with top-notch OEMs & took part in promotional activities for meeting requirements of customers
-  Directed the execution of the business development strategies including marketing plans, marketing pieces, events, and follow up procedures which led to new strategic accounts to expand our market share
-  Secured more business by revamping strategy on security deposit and reduced the limit of deposit to increase business from Dealers/ Distributors
-  Increased sales by appointing distributor in Mundra, Kutch, and 1 exclusive dealer in Ahmedabad, Gandhidham, 3 B-shops selling 70 tyres each, 150 tyres for distributors and 100 tyres for exclusive dealers of truck.
-  Organized and successfully set up the infrastructure of sales in 2021 (Gandhidham) on a sound footing
-  Intellectualized annual business plans / strategies for maximizing profitability & revenue generation & realize organizational goals; executing plans / objectives in sync with vision and mission
-  Schemed a manpower and succession plan for the division to drive appropriate action for future resourcing and generating strategies to address future requirements
-  Increased revenue through sales to large accounts to gain market share through key account initiatives and retained existing accounts at 110 in the year 2021

CAREER TIMELINE

**Maruti Service Masters (Joint
venture of Maruti Udyog Limited
and Sumitomo Corporation
Japan)**

2002-04

**Bridgestone India
Pvt .Ltd., New Delhi**

April 2004- Jan2023



**Technico Industries
Limited**

Feb 2023-June'23

EDUCATION

-  **2024** Advance Data Analytics for Managers (Pursuing)(10 months)
IIM Kozhikode
-  **2024** Leading Digital Transformation
IIM Ahmedabad
-  **2023** Product Management Certification
IIM Indore
-  **2008** MBA in Marketing Management
SCDL with 1st Division
-  **2003** B.A. (Pass)
Delhi University

CERTIFICATIONS

-  **2002** Diploma in Automobile Engineering
G.B.Pant Polytechnic with 64%
-  **2002** AutoCAD