

Dipak Asari

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Mobile Number: [9429701463](tel:9429701463)
City: Ahmedabad

Career Objective:

To secure a challenging positive in a reputable organization to expand my learnings, knowledge, and skills. Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

Educational Qualifications:

Batch: 2015-2017

PG: **MBA** - Master of Business Administration – Marketing Management

Institute: [S. V. Institute of Management, Kadi.](#)

University: [Kadi Sarva Vishwavidyalaya University, Gandhinagar.](#)

Batch: 2012-2015

UG: **B.Com.** - Bachelor of Commerce

Institute: [H. S. Shah Collage of Commerce, Modasa.](#)

University: [Hemchandracharya North Gujarat University, Patan.](#)

Certifications:

LinkedIn | Advance Microsoft Power BI

LinkedIn | Advance Google Analytics

C-DAC | Basic Microsoft Excel, Microsoft Power Point, Microsoft Word

Skills

Business Development, Key Account Management, Channel sales, Digital marketing, Retail Sales, Manpower Development, Business analysis. Strong Communication, Sales planning, Up-Selling, Sales Forecasting, Business to Business, Team Management, Negotiation.

Professional Work Experience:

Duration: June 2019 to June 2021

Designation: **City Manager – Sales & Marketing | Automotive Division – New Cars**

Company Name: Mahindra Integrated Business Solutions Private Limited (Mahindra & Mahindra Group Company)

Business Handling: Passenger Vehicle, Small Commercial Vehicle, Intermediate Commercial Vehicle and Last Mile Mobility.

Based Out: Ahmedabad Area Office

Responsibility:

- Consulting channel partners to grow business and profitability by identifying opportunities and gaps for positive impact.
- Responsible end to end operations of dealership in multiple districts.
- Analysis of market data and preparing strategies to counter competition.
- Targeted sales achievement and market share improvement in assigned regions.
- Planning and executing digital campaigns in digital media for brand building and sales funnel.

- Sales forecasting, market trend analysis and competition tracking to ensure timely strategy development.
- Mapping of territories segment wise, potential wise for specific products.
- Analysing manpower skill development requirement and give training.
- Capability building of dealer General Manager, Sales Manager, Product Manager and sales Consultants regarding product, competition and customer need analysis.

Professional Achievements:

- Assigned as City Manager before training completion.
- Planned and executed strategy to take Gujarat area office in top 3 across India in digital sales and first position in retail conversion with 14% conversion. (Pan India Avg.10%)
- Improved market penetration from 80% to 100% in Gujarat State.

Duration: June 2017 to May 2019

Designation: **Key Account Manager | New Car Division**

Company Name: **Carwale.com**

Based out at: Surat (Handling South Gujarat, Central Gujarat, Kutch and the Saurashtra Region)

Responsibility:

- Identifying potential dealers suited for different process of CarWale.
- Getting new automobiles dealers into association to increase the market share.
- On boarding new dealers on CarWale online platform by initiating agreement and bringing their advertisement live.
- Training dealers' team about the process and software to maximize sales and service quality.
- Renewal of contract and up-selling to exiting dealers for market penetration.
- Providing post sales service to dealer by solving different queries related to online program, advertisement and product quality.

Hobbies and Interests:

- Volley Ball
- Singing
- Bike touring
- Mobile Photography

Declaration:

I Dipak Asari, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Dipak Asari
Place: