

## MOHIT JAIN

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*A competent professional working in **Hindustan Petroleum Corporation Limited** as **Area sales officer***

*An effective communicator with excellent relationship building & interpersonal skills*

### PROFESSIONAL EXPERIENCE

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#### **Hindustan Petroleum Corporation Limited**

##### **Job Profile- Area Sales Officer** - (June 2016- Pursuing)

##### Job Responsibility:

- Retail Sales- Handling Petrol, Diesel and Lubricant sales of 54 HPCL retail outlets in Ahmedabad Region
    - MS (Petrol) & HSD (Diesel) growth above PSU Industry for defined sales area or retail outlets
    - Manage and maintain positive Retailer/Dealer relationships, supporting them to achieve and maintain top class site performance (including counseling and performance management of underperforming sites / Retailers).
    - Sales and promotion of Automotive and Industrial Lubricants from the forecourt of retail outlets, improving display of lubricant and implementation of customer services to improve forecourt retail sales.
  - Customer Account Management –
    - Acquisition of new diesel business (Tier 1- above 100 KL diesel sales per month; Tier 2- 60 KL to 100KL; Tier3) in line with customer strategy. Understand customers' immediate/long term needs, business models, value drivers, challenges and opportunities to tailor offers and services to capture their businesses in mobility space.
    - Managing value growth, with a deep understanding of value generation and financial dimensions (value drivers, P&L impact of integrated offers, cash impact of business deals).
    - Carry out price negotiations with customers, preparing quotations and proposals and agree on all operational requirements (including price, contract, payment terms and services). Gain knowledge of market development, competitors' offers strengths and weaknesses to create growth opportunities.
    - Customer Loyalty Program- Promotion of Drive Track ( Diesel Loyalty program of HPCL) and HP Refuel among dealers and Customer. Designing a customised marketing campaign for Retail outlets on the basis of analysing data of competitor research or trading area. Implementing the campaigns designed at the Central office level
  - Retail Operations-
    - Deliver Sales & Operations targets for geographical area through regular reviews and appropriate action plans. Ensure Retailer/Dealer implement all areas of the Customer Commitment and ensure compliance with the Site Operations standards, contracts and manuals.
    - Supply Chain Management- Coordinating with planning manager of the HPCL Supply Depot and Outsource Transporter's to handle supply chain issues of dealers
    - Inspection and Sampling of retail outlet for Quality and Quantity assurance
    - Implementing SOP (Standard operating practices), CLUB HP to enhance brand value of the corporation. Ensuring that Dealers' and retailers actions do not damage corporation's Reputation.
    - Dealer Training- Implementation of initiatives involving dealer to identify their development needs and conduct suitable inputs, training for desired improvements.
  - Modernization at the outlet- Creating project proposal for infrastructure development on Retail outlet and taking approval from Zonal office as per company policy. Coordination with contractor to do modernization job according to company standards
  - Strategic Network Expansion-
    - Identification of potential trading area for commissioning of new retail outlet. Analyzing and making a feasibility report of stretches identified for new dealer selection advertisement.
    - Carry out land evaluation and scrutiny of documents of the responses got, as per company policies
    - Managing a team of external stakeholders (external solicitors, property service advisers, permitting consultants, approving authority) who conduct the property due diligence process for all acquisitions and leases. Manage all stakeholders for commissioning New Retail outlet (Legal team, external agency, architect, engineering group). Coordinate to secure permits to enable construction of outlets
  - Managing lease agreement, dealership agreement, rental negotiations, property valuation process for new outlet commissioning
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## **Citrus Pay: Payment Gateway and Mobile Wallet**

### **Job Profile- Internship** - (April 2015 – June 2015)

#### Project Brief:

- Identifying way to engage users from day one and effectively increase the uptake and usage of Citrus Cube and Citrus cash app services
- Developing lifecycle programs, triggered and promotional emails, effective promotions and creative ideas for social media strategy
- Check usability of the app
- Understand consumer behavior for multilevel marketing, refer and earn program

#### Deliverables and Recommendation:

- Recommended consumer acquisition and retention strategies on the basis of analyzed data got by quantitative and qualitative research
- Suggested the additional features or improvement in existing features on the basis of usability test
- Created and executed Email and SMS strategy for citrus
- Worked on the implementation plan of Multilevel refer and earn program. Implemented on small sample size to test that program

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## **MPS After School: Audio Video Coaching Classes started by Teachnext**

### **Job Profile- Business Developer** - (April 2013 – March 2014)

#### Job Responsibility:

- Collected primary and secondary data to understand tutorial segment of educational sector and identified target market of company
- Identified different ways of doing marketing in particular budget to reach company's target market
- Implemented marketing strategies to gather customers and coordinating daily management
- Worked on the existing teaching method and experimented on technology based learning with some students. Recommended additional features or content improvement for Teachnext's digital board
- Worked on pricing strategy for different services of the company

### **ACADEMICS**

<b>Qualification</b>	<b>College/ University</b>	<b>Year</b>	<b>CGPA/ %</b>
PGDM - Marketing	IMT Ghaziabad	2016	7.11
BBA (Marketing and Finance)	B K Majumdar Institute of Business Administration, Ahmedabad	2013	80%

### **Projects Undertaken**

1. Short Term Project	Emmar Properties Dubai
• Financial and Valuation analysis of Emmar Properties as a part of CFA Research Challenge	
2. Short Term Project	Easypuja.net
• Devised digital marketing strategies to acquire new customers	
• Analysis of current product portfolio and recommend additional services to improve market penetration	

### **Achievement and Awards**

- First one in West Zone of HPCL to tied up with Agriculture Produce Market committee and commissioned a new outlet under direct dealer policy in financial year 2018-2019 Shirdi Sales Area (Last tenure posting)
  - Got 100 percent response in Shirdi Sales Area (Last tenure posting) for new locations in the 2018-2019 advertisement for New Dealership Selection of Hindustan Petroleum Corporation Limited which is one of the highest in India.
  - Won Finilite Technology Marketing challenge 2015 (National level in India). Devised a marketing strategy for Finilite/Finikart by setting targeted goals for market domination in Ecommerce website development collaboration to improve the market penetration for Finilite Technologies
  - Represented Institute of Management Technology, Dubai for Investment Research as part of the CFA Institute research challenge Emirates, 2015, Worked on the financial and valuation Analysis on Emaar Properties Dubai
  - Finalist in the event 'Showtime' organized by Zee Entertainment network, hosted by SIMC, Pune. Designed a serial program that is suitable for target market of Zee Entertainment. Devised marketing strategy and business modal for that show idea
  - Won 2<sup>nd</sup> position in the event of Capstone Research Project 2013. Presented paper on "a research on consumer awareness and attitude towards ethical consumerism in Ahmedabad"
  - Won 4<sup>th</sup> position in the event of Business at Concourse 2012 – Management Meet. Prepared a Business Plan on topic 'Renting invertors' batteries to rural household'
  - Won 1<sup>st</sup> position in the event of Business at Concourse 2011 – Management Meet. Prepared a Business Plan on topic 'Toy Library'
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