

# Name – Amiya Arnav

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| PROFESSIONAL EXPERIENCE (10 years and 3 months)   |  |                    |
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| Sales Strategy (Pune West & Nagpur)               | Godrej Properties Ltd. (1 years 7 months)  | Feb 2023– Till Now |
| Regional Sales strategy Head – Pune West & Nagpur | <ul style="list-style-type: none"> <li>• Spearheading sales strategies across diverse asset classes, including residential, commercial, and plotted development projects, driving a topline business value of <b>₹4000 Cr for FY '25</b>.</li> <li>• Developing and executing comprehensive <b>launch and sustenance strategies</b> in collaboration with <b>cross-functional teams</b>, ensuring alignment with business objectives and customer needs.</li> <li>• Overseeing the entire product lifecycle, including <b>phase-wise pricing, payment plans</b>, and <b>cost optimization strategies</b> to maximize profitability.</li> <li>• Leading a team of <b>10 sales strategists and MIS</b> across multiple locations, driving operational excellence and ensuring alignment with organizational goals</li> <li>• Managing data analytics from <b>pre-launch to post-sales</b> stages, deriving actionable business insights to inform decision-making and refine strategies.</li> <li>• Monitoring and tracking the performance of the entire sales team, ensuring adherence to SOPs and driving continuous improvement in processes.</li> </ul>   |                    |
| Channel Sales Head – Pune West                    | <ul style="list-style-type: none"> <li>• Orchestrated channel sales of two flagship Township Projects of GPL in Pune, driving a combined BV potential exceeding 3500 Cr for FY23-24.</li> <li>• Spearheaded the successful launch of 4 projects across diverse asset classes, including Luxury and Optimum Residential, Plotted Development, and Commercial, with a BV potential exceeding 2800 Cr and achieving 1200 Cr against the projected potential.</li> <li>• Managed a team of 8 direct reports during the launches, ensuring a significant 45% contribution from the Regional Channel Partner (RCP) vertical during the launches.</li> <li>• Directed sustenance sales alongside launches, achieving a top-line revenue of 400 Cr within the same sectors.</li> <li>• Expanded the active base to 1200+ walk-in active channel partners, securing bookings from over 600 channel partners across launch and sustenance projects.</li> <li>• Oversaw AOP partners, maintaining relationships with Regional Gold and National Platinum Partners, resulting in a 20% contribution through Depth Channel Partners</li> <li>• Drove strategic initiatives for distribution, implementing a 10-day payout policy and establishing the Alternate Channel Partner Vertical.</li> <li>• Actively participated in crafting launch and sustenance strategies by formulating Customer and Channel Partner Value Propositions, maintained the COS at a level of 4% by efficiently optimizing resources to drive aggressive launch and sustenance numbers.</li> </ul> |                    |
| Achievements                                      | <ul style="list-style-type: none"> <li>• Pivotal role in achieving the highest-ever sales of 850 Cr in a single quarter from one single site.</li> </ul>   |                    |
| Associate Director                                | BRICK & BOLT (6 months)  | Sep 2022– Feb 2023 |
| Associate Director- Channel Partnerships          | <ul style="list-style-type: none"> <li>• Handled the <b>P&amp;L</b> for the <b>B2B2C Vertical</b> via the Real Estate and <b>Alternate Channel Partner</b> activations across multiple geographies.</li> <li>• Headed the Channel Sales Vertical, Led a team of <b>10 CP OS Managers</b> and a <b>25 member Inside sales team</b> to drive a monthly GMV of 30 Cr through 600+ Channel Partners</li> <li>• Led the business planning for new markets/ geographies and execute launches across the same</li> </ul>  |                    |
| Deputy General Manager                            | XANADU REALTY (2 years 7 months)   | Feb 2020–Sep 2022  |
| DGM – Central Channel Team, Bangalore             | <ul style="list-style-type: none"> <li>• Conceptualized and formulated the Central Channel team at Xanadu for enhanced engagement with the <b>top 50 Channel Partners</b> of Bangalore</li> <li>• Led a team of 5 Sales Manager and responsible for generating <b>30%</b> of the total channel partner business across all the portfolios of Xanadu in Bangalore (<b>Monthly Revenue – 20 Cr</b>)</li> </ul>   |                    |
| AGM – Sales, Bangalore                            | <ul style="list-style-type: none"> <li>• Led a team of 8 channel sales managers and 15 tele-callers to establish and maintain business relations with <b>389 channel partners</b> across Bangalore – generating a total 4,190 leads and 410 site visits at LTD – leading to 86 deals worth <b>₹56.68 Cr</b> for <b>Ozone Urbana Project, North Bangalore</b></li> <li>• Headed the sales of Southern region for <b>Tomorrowland</b> from <b>The House of Abhinandan Lodha</b>, Led team of 15 Sales Managers to establish and maintain business relations with <b>600+ Channel Partners</b> from</li> </ul>  |                    |

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|  | <b>Chennai, Bangalore, Hyderabad, Mysore and other surrounding markets</b> - generating a total of 7000 leads in a span of 25 days – leading to 100+ applications worth <b>₹51 Cr</b>   |                            |
| AGM – Sales, Mumbai                            | <ul style="list-style-type: none"> <li>Handled the entire closing team for three major portfolios in Mumbai – <b>Ruparel Infra, Raunak Group and Poddar Housing</b> across different micro markets</li> <li>Led a team of 8 -10 Sales Managers to generate a <b>monthly topline revenue of 30-35 Cr</b></li> <li>Managed enquiries to closure process for multiple channels – Presales, Digital, Direct and Channel Partner to maintain an effective source wise productivity</li> <li>Led the sustenance team for effective Gross to net conversion and maintenance of timely receivables from the Net Deals to ensure bottom line numbers are achieved</li> </ul>   |                            |
| Achievements                                   | <ul style="list-style-type: none"> <li>Awarded with Xanadu Spotlight for achieving the sales target of <b>60 Cr</b> within a one-month launch period of Raunak Group's flagship project in the MMR region.</li> <li>Pivotal in setting up the Channel Partner Business for Xanadu in Bangalore</li> </ul>   |                            |
| <b>Branch Manager</b>                          | <b>ICICI Prudential (1 year 3 months)</b>   | <b>Sep 2018– Dec 2019</b>  |
| Branch Manager (Sep 2018 – Dec 2019)           | <ul style="list-style-type: none"> <li>Managing retail sales of all insurance products across <b>10 branches</b> of ICICI Bank in Navi Mumbai region.</li> <li>Handling a team of <b>12 financial consultants</b> (direct reportees), who are responsible for achieving yearly sales target of <b>INR 25 Cr.</b> worth of business.</li> <li>Managing relationship with Branch Managers and the frontline sales team to ensure good service and quality to the end customers.</li> <li>Ensure renewal collections from the existing set of customers to maintain <b>92.5%</b> persistency level.</li> <li>Achieve yearly target of INR 25 Cr. with INR 2 Cr worth business per month.</li> </ul>  |                            |
| Achievements                                   | <ul style="list-style-type: none"> <li>Achieved <b>100% target of INR 100 lakhs</b> in the first month assigned with target.</li> </ul>   |                            |
| <b>Deputy Manager</b>                          | <b>Garware Technical Fibres Ltd. (2 years 5 months)</b>   | <b>April 2016–Sep 2018</b> |
| Deputy Manager – Exports (Mar 2017 – Sep 2018) | <p>Export – Regional Sales for Africa and South East Asia</p> <ul style="list-style-type: none"> <li>Drove the sales of GWRL products in the target region – Africa and South East Asia to achieve the sales target, Handling more than <b>40 international key accounts across 15 countries</b></li> <li>Accountable for a target sales of <b>1200 MT</b> of GWRL VAP and non-VAP products in the Fisheries, Shipping, Protected Agriculture, Aquaculture and Industrial Segments</li> <li>Responsible to penetrate sales in the new regions as part of “BEAM PROJECT” and explore marketing avenues to build consumer preferences and drive volumes</li> <li>Prepared the budget plan for global sales of sports netting in different geographies and coordinate with the Supply Chain Team in the capacity planning for the successful execution of the orders.</li> <li>Drove the GWRL’s growth project “GRACIOUS” and “Sports Allied” aimed to getting into a new segment of providing one stop Aqua solutions and sports frames.</li> <li>Tracked and Monitored competition and devised pricing strategies for Aquaculture and Sports Segment for the territories of SEA and Africa, Contribution Target – <b>2.5Cr</b></li> <li>Reduction of Downtime for Nylon Machines:</li> </ul> |                            |
| Management Trainee (Apr 2016 – Feb 2017)       | <ul style="list-style-type: none"> <li>Implementation of the marketing Campaign “Asli Naqli” and measure the campaign effectiveness by doing a pre-post analysis of consumer behavior:</li> <li>Driven the secondary Sales of Y-Cones in Eastern Zone (Burdwan, Arambagh, Bankura &amp; surrounding areas) by conducting van sales and achieve a sales target of <b>9 MT in 2 months</b></li> <li>Sales of Fish Nets and Towing Ropes in targeted export market</li> </ul>  |                            |
| Achievements                                   | <ul style="list-style-type: none"> <li>Awarded as “<b>Champion of Champion</b>” for Q3 FY 16-17 for achieving the target in Export Sales</li> <li>Awarded with “Living the values award” for achieving target of acquiring new customers in shipping segment</li> <li>Appreciated for the acquisition of new customers in the Agriculture segment and achieved a sales of <b>10 MT</b> from the new customers in Kenya and Uganda markets</li> </ul>  |                            |
| <b>Engineer-Network Engineering</b>            | <b>Ericsson India Global Services Pvt. Ltd.(1 year 7 months)</b>  | <b>Nov 2012 – May 2014</b> |
| Roles & Responsibilities                       | <ul style="list-style-type: none"> <li><b>Radio Network Optimization:</b> Supervising Base Station Subsystem optimization in the 6 telecom circles of Aircel spread across different locations</li> <li><b>Daily Network Operations Management:</b> Coordinating and interacting with the executives of Operations &amp; Management teams in the supervising circles to manage the daily network operations</li> </ul>  |                            |

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|  | <ul style="list-style-type: none"> <li><b>Enhancing Quality of service for better customer experience:</b> Handling the activities for the enhancement of data rates and facilitating the customers with a better browsing speed</li> <li><b>Framework for future activities for the clients:</b> Administering and reviewing the present operations of the network and preparing the framework for future activities for the clients</li> </ul> |  |         |
| Achievements   | <ul style="list-style-type: none"> <li>Appreciated for devising a new design for Transcoder reshuffling which <b>reduced the network congestion</b></li> <li>Pivotal in the sustenance of network performance in the Orissa circle at the time of Cyclone Phailin in 2013</li> </ul>   |  |         |
| <b>SUMMER INTERNSHIP (2 months)</b>  |  |  |         |
| <b>IDBI Federal Life Insurance Company Ltd</b>   |  |  |         |
| Project Title  | <b>Study of Consumer Behavior with respect to IDBI Federal Life Insurance Company Ltd.</b>   |  |         |
| Highlights   | <ul style="list-style-type: none"> <li>Studied the profile of IDBI Federal's customers and identify the factors influencing the consumer behavior</li> <li>Analyzed the investor's perception about IDBI Federal and suggest ways to improve marketing strategy</li> </ul>   |  |         |
| <b>EDUCATION BACKGROUND</b>  |  |  |         |
| MBA  | 2016   | Xavier Institute of Management, Bhubaneswar    | 5.59/8  |
| B.Tech (ECE)   | 2012   | Vellore Institute of Technology (VIT), Vellore | 8.51/10 |
| XII (CBSE)   | 2007   | Chinmaya Vidyalaya, Bokaro                     | 90.0%   |
| X (CBSE)   | 2005   | S.K.P Vidya Vihar, Banka                       | 88.6%   |
| <b>POSITIONS OF RESPONSIBILITY</b>   |  |  |         |
| <ul style="list-style-type: none"> <li><b>Single Point of Contact</b> for all the data enhancement activities carried out across the 6 telecom circles of Aircel</li> <li><b>Member</b>, Design and content team for "IMPRESSIONS", the quarterly magazine of GWRL</li> <li><b>Member</b>, Employee Engagement team for the GWRL Pune Office</li> </ul>  |  |  |         |
| <b>ACADEMIC ACHIEVEMENTS/PROJECTS</b>  |  |  |         |
| <ul style="list-style-type: none"> <li>Successfully completed the <b>Green Belt Program</b> on <b>Lean Six Sigma Certification</b> from <b>KPMG</b></li> <li><b>Live Project with Zocalo.in</b> : Making persuasive business pitches to clients (hostel/PG owners) for getting them on-board and helping the company with its social media marketing campaign</li> </ul>   |  |  |         |
| <b>EXTRACURRICULAR ACHIEVEMENTS</b>  |  |  |         |
| <ul style="list-style-type: none"> <li><b>Winner</b>, "KRITRIM", a suspension bridge building event organized by Institution of Engineers (India) Student's Chapter at VIT</li> <li><b>Second position</b>, "ROBOMATRIX", a robotics racing event in Gravitas 2011, international technical fest of VIT</li> <li><b>Member</b> of Event Management Committee for Gravitas 2011, an international technical fest of VIT University</li> </ul> |  |  |         |