

RAVI N GANDHI

TERRITORY MANAGER

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EMAIL | ravi.gandhi16@gmail.com

LOCATION | Vadodara, INDIA

EXPERIENCE | 10 Years 1 Month

Key Skills

- Channel Management
- Key Account Management
- Commercial Acumen
- Customer Experience Management
- Brand Management
- Business Development
- Operation
- Operational Excellence
- Program Management
- Pricing Strategy
- Data Driven Framework
- Management Consulting

Certification

- Energy Conservation, Management And Audit
- Basic Of Sales
- Channel Management And Effective Negotiation

Languages

Profile Summary

Experienced business leader with 10 years in the oil and gas industry, specializing in retail business. Proven track record of delivering P&L goals through strategic marketing initiatives. Adept at driving business growth and profitability.

Work Experience

Territory Manager

Shell

02/2023 - Present

??? Through effective fuels marketing where we could charge high premium yet we grew our volumes and sustained profitable operations, generated operational profit of 3 Million USD in year 2023 from 17 CO retail fuel stations in mid and South Gujarat, exceeding goal by 5%.

??? Inspired and mentored a team of 11 retailers into top performers and brand advocates which translated to a 10% improvement in customer satisfaction score and 50% improvement in customer engagement score. Improved TLAG score to 97% from earlier 91%.

??? Launched 11 company-firsts campaigns through digital mode ??? monsoon magic campaign, beat the heat campaign, Mineral lubes campaign, GO+ cashback on fueling, Slab discounts on car-care, Don of Deli2go campaign, Customised offers for Uber and Swiggy riders etc. All these were cost-effective and result oriented.

- English
- Hindi
- Gujarati
- Marathi
- Sanskrit

Social links

- <https://www.linkedin.com/in/ravi-gandhi-87591768>

??? Driven BTL campaigns in trade area focused around one-on-one customer interactions at malls, parking hubs, highway hotels, food courts, residential societies etc. to improve visibility of brand and offers.

??? Introduced ATL marketing in Gujarat region ??? radio jingles, content marketing, social media promotions, affiliate marketing with influencers, local area promos and seasonal promos to improve diesel product sales by 6X of earlier sales.

??? Introduced Shell Asia loyalty platform in territory ??? a digital application for customers for one stop solution ??? offers, promos, account summary, redemptions, customized offer. Achieved highest loyalty penetration ??? 37% in Gujarat region.

??? Introduced branded fuel digital marketing campaign ??? Shell V-Power Rewards. Ranked 1st in West region for premium fuel penetration - 24% in 2023.

??? Introduced customized offers through digital medium for taxi segment customers for lubes sales - improved lubricant sales by 25% in 3 months' time leading to additional profits of 70 K USD in 2023.

??? Introduced digital campaign on Instagram and BTL for Shell branded car-care sales.

Improved vehicle care sales by INR 60 lac in 2023 leading to additional profits of 20K USD

??? Introduced LGBTQ community members as retail fuel station staffs for which Shell India got global recognition. Shell India social media page was recognized at International levels for bringing this initiative. There were 15 lac impressions and 2% interactions for the same.

Link:

<https://www.instagram.com/reel/C8UnQbAv3Gu/?>

utm_source=ig_web_button_share_sheet&igsh=MzRIODBiNWFIZA==

??? Built relationships with 5 HNIs and planned 20+ events to drive sales and improve brand recognition within first year.

??? Collaborated with cross-functional teams - IT, Marketing to implement promotional campaigns and initiatives to drive brand awareness

??? Performance review for existing DO and CO retailers, gap analysis, segmentation,

planning and strategy development
??? Competitor performance monitoring,
learning from experience, organizing
workshops for retailers, site staffs, motivating,
consulting and guiding.

Manager - Sales & Business Development

Bharat Petroleum Corporation Ltd (BPCL)

06/2014 - 01/2023

Growth Path:

Executive Operations JUN'14 ??? MAR'16

Assistant Manager Sales (Retail) APR'16 ???
MAR'19

Assistant Manager Sales (Retail) APR'19 ???
MAR'22

Manager Sales & Business Development
APR'22 - JAN'23

Manager Sales & Business Development APRIL
2022 - JAN'23

Brand launch, Sales, Product Marketing,
Analytics, Salesforce leveraging, marketing
research, site inspection, accounting, CRM,
Client acquisition, business strategy, capital
management, finance, marketing strategy,
Strategy planning, product sales, financial
reporting, business analysis

BPCL, Nagpur

Assistant Manager Sales (Retail) APRIL 2019
??? MARCH 2022

Channel Sales, Distributor Sales, Distributor
handling, and investment analysis, process
improvement, marketing strategy, territory
management and portfolio management, fmcg
sales, area sales management, sales strategy,
budgeting, forecasting

BPCL, Ahmedabad

Assistant Manager Sales (Retail) APRIL 2016
??? MARCH 2019

Commercial marketing, Business development,
Stakeholder management, market survey,
market research, market intelligence, key
account management, Client Relationship
management, balance sheet and P&L analysis

BPCL, Mumbai

Executive Operations JUNE 2014 ??? MARCH

2016

Demand Planning, MIS reporting, Supply chain management, MS Office, Customer Service, Asset Management, Logistics operations, Transport Management,

Education

MBA/PGDM - Finance

2022

Narsee Monjee Institute Of Management Studies, Mumbai

Grade - 73%

B.Tech/B.E. - Mechanical

2014

Sardar Vallabhbhai National Institute of Technology, Surat

Grade - 9.5/10

12th

2010

Gujarat , Gujarati

Grade - 85-89.9%

10th

2008

Gujarat , Gujarati

Grade - 90-94.9%

Projects

Door to Door Diesel Delivery

30 Days

We started Door to Door Diesel Delivery through EOI offered to newly emerging start up M/s. Gratify Petroleum Pvt Ltd. This start up invested in procuring bowser which is fabricated with storage tanks, dispensing units and automation. We managed all statutory liaising, license management and new business market development work.

Project SDCV (Short Distance Commercial Vehicles)

1259 Days

We arranged health check up camps for truckers driving on a particular route (Amravati to Nagpur) from Indiabulls Powerplant in Amravati. These truckers are our regular customers taking diesel from BPCL Retail Outlets. We engaged with them during medical check up camp organised with the help of a private university doctors. Along with health camp, we enrolled them in our loyalty program through providing them with loyalty cards which can help them gain loyalty points and save money.

Project Kisaan Mela

0 Days

In consultation with agricultural wing of Amravati district administration, we arranged Kisaan Mela with help of 3 petrol pump dealership in Amravati district wherein we spread awareness about economical agricultural practices, land fertility, usage of disinfectants and fertilizers, organic farming, schedule of farming etc. This activities were done to engage our prime focus customers so that we continue to maintain healthy relationship with them for a long long time.

Project Driver Bandhu

122 Days

Direct sales project inclined towards facility upgradation for single owner truck drivers

Project Rainbowrise

273 Days

Renovation of sales spirit towards direct sales - a project oriented to single owner driver's role in fuelling industry

Project Facility Management

122 Days

Launched and tendered for facility management system for award of jobs at petrol pumps for the first ever time in the company

Simulation of high flow wind tunnel

304 Days

Fabricated a wind tunnel for bluff body experiments, simulation on ansys workbench 14.5