

Akash Aravind



Targeting **Managerial level** assignments in Business Development. Results-driven Sales and Marketing Head with 8 years of experience in multiple industries including **Automobile, EdTech , Real Estate and Fintech/Insurance**. Skilled in client acquisition, contract negotiation, Bootstrapping and building strong relationships. Seeking a challenging role in business development, drive sales and exceed revenue objectives.

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in **Akash Aravind**

Profile Summary

- A dynamic leader with a distinguished track record of over 8 years, demonstrating remarkable success in leading various functions and departments, including Strategic Sales & Marketing, Business Development, Continuous Process Improvement/Transitions and Client Relationship Management. Versatile professional with extensive experience across multiple industries, including Automobile, Ed tech, Real estate investment in Hospitality and FinTech/Insurance industries.
- Results-driven **Centre Head at Policybazaar**, driving 100% revenue growth through data-driven strategies. Proven leader of high-performing teams, successfully managing over **100 members** to foster exceptional business results including **Team Leads and Sales Managers, Quality team, post sales and training teams**
- Bootstrapped the Kochi center of **Policybazaar**, successfully scaling the team from **30 to 100 members in FY 2024-2025**.
- Ensuring revenue growth across **B2B & B2C (Domestic/International)** by leading a high-performing sales team across different segments and excelling in strategic planning, target setting, resource management, SLA & KPI optimization, and workforce allocation
- Prospective Marketing Director with experience in new client lead generation and brand promotion campaigns.
- Dual Expertise: Experienced in driving business growth in both **B2B and B2C** setups, with a deep understanding of their unique challenges and opportunities.
- Achieved a remarkable **69% improvement** in overall employee performance in 2021. Facilitated the training of over 500 Business Development Associate Trainees for **BYJU'S**
- Displayed proficiency in acquiring new clients, negotiating contracts, and employing consultative selling strategies.

Core Competencies

Sales Strategy Development

Revenue Generation & Growth

Business Development Initiatives

Multi Industry Expertise

Customer Acquisition & Retention

Market Share Expansion

Team Leadership & Motivation

Cross- Selling & Up-Selling

Competitor Analysis

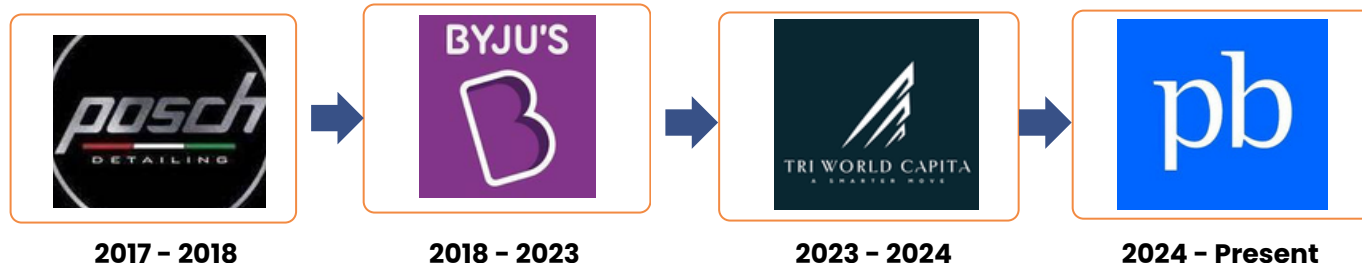
Soft Skills



Notable Accomplishments

- Generated revenue exceeding **₹50 crores in FY 2024-2025**, with a remarkable **58% year-over-year growth at Policybazaar**.
- Successfully bootstrapped the Kochi center of PolicyBazaar - Term Insurance, scaling the team from 30 to 100 members in FY 2024-2025.
- Delivered exceptional results by generating ₹7.06 crore in revenue within a span of just 3 months, marking a **remarkable improvement of 284%** over previous performance with only 2 Sales Managers and 10 BDA's in **Tri World Capita**.
- Strategically bootstrapped and nurtured a high-performing sales team from inception, optimising limited resources to achieve outstanding results.
- Implemented strategic initiatives resulting in an overall KPI growth of 40% for Business Development Managers, while also increasing lead generation by 38%.
- Pioneered the launch of the pilot batch of the Performance dept.

Career Timeline





Work Experience

May'2024 – Present with Policybazaar.com, Kochi

As Centre Head

- Spearheaded leadership development, talent acquisition, and operational excellence for the **Term Insurance vertical (B2C)** successfully leading a team of over **100 employees across Sales, Post-Sales, Quality, and Training departments**.
- Coach & mentor Sales managers/ Team lead so that they are able to manage their teams better.
- Spearheaded overall operations, **Profit & Loss (P&L) management**, and strategic decision-making of the Centre
- Handled dual responsibilities, overseeing both **Domestic and NRI teams (Online and Direct Sales)**, and delivering results-driven strategies
- Successfully sold a range of term insurance products from leading companies, including: **HDFC Life Insurance, TATA AIA Life Insurance, Axis Max Life Insurance Bajaj Allianz Life Insurance etc.** Additionally, sold Unit-Linked Insurance Plans (ULIPs) from these reputable insurers.

Dec 2023 – Apr 2024 with Tri World Capita, Kochi

As Head of Sales and Marketing

- Developed and implemented effective sales strategies to achieve the firm's investment goals and objectives in the real estate/hospitality sector. This includes identifying target markets, defining sales targets, and devising tactics to penetrate new markets and expand the firm's client base.
- Conducted training sessions for the sales team on CRM utilization and provided comprehensive sales training.
- Develop strategic partnerships with real estate developers, brokers, financial institutions, and other industry stakeholders to access deal flow, co-investment opportunities, and market insights. Participate in industry associations, networking events, and forums to enhance the firm's visibility and reputation in the real estate investment community.
- Played a pivotal role in expanding market reach into new territories, including the **US, Malaysia, Singapore and GCC**.

Nov'2018 – Aug'2023 with Think & Learn Pvt. Ltd. – Byju's , Kochi & Bangalore

Growth Plan:

- **Business Development Associate, Kochi, November 2018 – September 2020**
- **Business Development Marketing Manager, Kochi, September 2020 – March 2021**
- **Business Development Training Manager, Kochi, March 2021 – December 2022**
- **Business Development Manager, Bangalore, December 2022– August 2023**

Key Result Areas:

As Business Development Manager

- Conducting thorough analysis of weekly sales data to pinpoint product lines that would benefit from increased promotion, resulting in a substantial 30% profit growth
- Proactively engaging with prospective customers through various channels, including telephone, email, and face-to-face interactions
- Managing a team of 15 sales and 10 pre sales associates . Achieved the monthly targets
- Implementing strategic sales initiatives that resulted in **30% increase in new client acquisition and revenue generation**
- Qualified leads and maintain a robust sales pipeline, resulting in **30% increase in conversion rate**
- Planned and executed training programs and review meetings to enhance the skills and performance of 6-7 pre-sales associates

As Business Development Training Manager

- Forecasted, planned and implemented sales strategies
- Successfully transformed an under performing team consisting of Business Development Associates (BDAs) and Business Development Managers (BDMs) through targeted training and development initiatives, leading to significant performance improvements.
- Trained more than 10 batches, each containing 10-15 Inside Sales Associates/BDM's, generating a revenue difference of more than 1 Crore in 8 months

As Business Development Marketing Manager

- Handled a team of 6 Marketing associates and generated around **2400 leads in a month** by running various lead generation campaigns in Schools, Apartments, Shopping Malls etc .
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely.
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Establishing relationships with media outlets and influencers to promote the company's products.

Oct'17–Sept'18 with Tokalev International – Posch Auto Detailing, Kochi as a Business Manager

Feb'17–Sept'17 with BPCL as an Associate Engineer



Education

PG Diploma: Industrial Automation– Arvin Technologies, 2017

B Tech: Electronics and Instrumentation Engineering,

Federal Institute of Science and Technology, 2016

Personal Details

DOB : 23/03/1994

Languages Known : Malayalam, Tamil, Hindi & English