

# RAHUL CHADHA

## Contact

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## OBJECTIVE

Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company. Collaborative and result-oriented individual with an ability to generate high-quality leads and convert them into sales with an objective to retain customers/clients.

## KEY EXPERIENCE

**Name of the Organisation: Emoha Eldercare (Ignox Labs Pvt Ltd- Location: Gurugram, India)**

**Year:** Nov'19 till date

**Position held:** Sales Manager (Retail & Corporate)

### **Activities Performed:**

- Understanding Elder Needs based on their current physical and financial condition
- Understanding their children background and the specific requirement for their parents/in laws/grandparents staying independently or with them in the same location
- Responsible for interacting with Elders and their NOK (Children) to motivate them to enrol for Emoha's **Assure** and **Empower** Membership/Plan
- "Assure Plan" empowers Elders with India's most comprehensive envelope of care, enabling your elders emergency management, daily calls, 24/7 support system, preventive health checkup, doctor consultation, add on sensors for safety at home and a host of events and activities to enjoy
- With regular care calls, 24x7 helpdesk, emergency coordination, virtual doctor consults and interactive virtual activities, Emoha Empower Plan ensures that Elders have everything necessary to live a comfortable life at home
- Planning and organizing professional events with the involvement of the marketing team in various RWA's (Registered Welfare Association) to promote Emoha among Elders and their families
- Have worked closely and achieved resounding success on Harvard Alumni & NRI NOK Corporate Project

**Name of the Organisation:** Lloyd (Havells India Ltd) - Chandigarh (India)

**Year:** July'18- March'19

**Position held:** Area Sales Manager

**Activities Performed:**

- Responsible for driving sales revenue from 12 Direct Billing Points/Retail Outlets and 2 Authorized Company Distributors
- Successfully managed a team of 24 personnel including In-Shop Promoters/Demonstrators and Team Leaders
- Successfully contributed to the sales revenue of the company on a month to month basis with exception to only 4 months where 75-80% of the assigned target was still achieved

**Name of the Organisation:** PE Electronics Ltd, Mohali (Punjab, India)

**Year:** Dec'15- June'18

**Position held:** Trade Marketing Manager

**Activities Performed:**

- Responsible for Planning & Execution of BTL Activities including Exhibitions, Dealer Meets, Trade Fairs and other promotional activities
- Successfully Planned & Executed 2 Dealer/Client Meets in Chandigarh & Patiala respectively
- Successfully Participated and achieved decent sales conversions in CII Coolex Exhibition held in Chandigarh
- Was actively involved in planning and execution of 1 Exclusive PE Shoppe/Brand Shop based in Ludhiana Region
- Successfully handled a team of 42 company personnel including In Shop Company Demonstrators/Promoters & Team Leaders

**Name of the Organisation:** Samsung India Electronics Ltd, Jaipur (India)

**Year:** May'14- Oct'15

**Position held:** Area Sales Executive

**Activities Performed:**

- Responsible for overall sales management of 10 Samsung Brand Shops/Exclusive Stores in Jaipur & Ajmer Region

- Successfully handled a team of 20 Team Members inclusive of Team Leader, RSO's and In-Shop Promoters/Demonstrators

**Name of the Organisation:** Philips Electrolux Electronics Ltd, Gurgaon (India)

**Year:** April'12- March'14

**Position held:** Management Trainee (Sales)

**Activities Performed:**

- Responsible for driving and generating business at Vijay Sales Retail Outlets based in Gurgaon and Faridabad respectively
- Took care of entire Corporate Sales for PE in Gurugram/Manesar Region

**ACADEMIC QUALIFICATION**

Year	Qualification	Institution	Subjects
2012	MBA (Marketing)	Institute for Integrated Learning in Management (Uttar Pradesh, India)	Marketing Management, Indian Market & Consumer, Values & Ethics, Business Communication
2008	Bachelor of Commerce (Marketing)	Curtin University of Technology (Perth, Australia)	Marketing Communication, Business Communication, Consumer Behavior, Law Corporation
2003	XII (CBSE)	Government Model Senior Secondary School (Chandigarh, U.T.)	Business Studies, English, Physical Education, Economics, Maths
2001	X (CBSE)	St. Johns High School (Chandigarh, U.T.)	Maths, English, Science, Social Studies