

ASHHISH KESHWANI

Offering nearly 15 years of experience

Top Revenue Leader offering a dynamic career that reflects pioneering experience and year-on-year success in achieving business growth objectives by investigating new opportunities and maximizing competitive strength for long-term success

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Profile Summary

- Forte in reaching revenue goals by conceptualizing and executed highly creative and results-driven **Sales, Marketing and Business Development strategies** for business across different categories
- Skilled in driving sales, marketing and business development operations with focus on achieving the organization's mission and strategic direction
- **Comprehensive experience in managing business operations** with focus on top-line & bottom-line performance through conceptualization and implementation of new business development strategies for ongoing business operations
- Product Specialist with immense success in establishing products from scratch and amplifying business margin by multifold
- Consistently delivered multiple digit growth of Revenue, Market Share YOY and improved ROI through long-term planning
- Innovative, strategic, goal-driven professional with **comprehensive expertise in aligning business plans and ensure** effective implementation of the same in order to achieve a 360-degree business growth
- Expertise in analyzing consumer insights and concepts and ascertaining who the target audience is and how best to reach them in the most cost-effective and flexible manner
- **Excellent at strategic forward planning & vision**; operating within the tight financial disciplines, imposed by ambitious budgets, top & confidential correspondence, turnaround management with expertise in delivering path-breaking solutions reviving / restructuring organizations
- Played a key role in increasing the sales from **25 million to 105-million-naira** average p/m in one year time at VIP Merchandise
- Steered efforts in **appointing new dealers in 6 different new territories** at VIP Merchandise
- An effective communicator with excellent interpersonal team leadership skills with strong analytical, problem-solving & organizational capabilities



Core Competencies

Strategic Planning & Leadership

P&L / Revenue Growth

Sales & Marketing

Business Development

Dealer/Distribution Management

Product Management

Key Account Management

Warehouse Management

Branch Management



Soft Skills



Education

- Post Graduate Diploma in Banking Operations from NIIT- IFBIT Ltd., Kolkata in 2009
- FINACLE (Application Software for Banking Operations powered by Infosys) Software in 2009
- B.Com. from Prafulla Chandra College, Kolkata, Calcutta University in 2007

Mar'06-Apr'11

Jul'11-Oct'12

Mar'13-Nov'16

Feb'17-July'21

**P.K. Jha & Associates,
Kolkata**

**Martinez
Hermanos, Guinea
Equatorial**

**Dubai Auto
Gallery, D.R.
Congo**

**V.I.P Merchandise,
East Nigeria**



Work Experience

Since Feb'17 with V.I.P Merchandise, East Nigeria

Growth Path:

Feb'17-Sep'17: Sales Manager

Sep'17-July'21: Regional Sales Head

Key Result Areas:

- Identifying & targeting new business opportunities and continuously expanding the existing clientele base through strong relationship management & networking skills
- Developing, reviewing and reporting on the business development division's strategy, ensuring the strategic objectives were well understood and executed by the team
- Conceptualizing and implementing the sales promotional activities as a part of the brand building & market development effort
- Strengthening relationships with channel partners, thereby ensured high customer satisfaction by providing them with complete product support
- Appointing financially strong and reliable dealers, resulting in deeper market penetration and reach
- Implementing marketing strategies for promoting various products as per the plans of the company
- Increasing revenue and pipeline growth through strategic sales solutions, analytics and channel partner alliances within short time of on-boarding
- Leading and managing a team of 14 members (13 Nigerian + 1 Indian expatriate)
- Monitoring GID, IID and Performance Reviews & Planning for branch employees in the company on regular monthly basis to review sales performance & Take Corrective actions
- Promoting sales of vehicles & spares through own showroom & identifying opportunities to sell Vehicles & Spares to Dealers / Sub Dealers / Corporate / Institutional Sales
- Interacting with various dealers / sub dealers / mechanic chairman / park chairman on regular basis to develop sales & service
- Incorporating strategic differentiators levered on value propositions into innovative & detailed product requirements
- Managing 2 / 3wheeler / spares parts sales & channel network expansion / BTL activities in the region
- Organizing time-to-time free service camp to promote dealers and providing support to riders
- Preparing budget for sales activity, sales forecasting monthly & quarterly to achieving monthly/ quarterly sales target of region for the branch; responsible for day-to-day branch operations and P&L of branch
- Executing the retail activity plans within the region in coordination with service manager - organising service camps, mechanics meet, test drive activities, dealer / fleet owners meets
- Keeping track of customer activities and providing incentive schemes to promote product in the market
- Advising senior management on key strategic communications to uphold a positive image and reputation for the Organization

Highlights:

- Successfully managing products such as:
 - Mahindra2w / Mahindra 3w/ Mahindra Generators/ Piaggio 3w/ Lifan 2w/ Tyres (MRF / Bridgestone / Infinity)/ Scanfrost Freezer/ Air conditioner / Geepee Water Tanks
- Leveraged skills in managing more than 45 dealers



Previous Experience

Mar'13-Nov'16 with Dubai Auto Gallery, D.R. Congo

Growth Path:

Mar'13-Feb'14 Warehouse In-charge

Mar'14-Nov'16 Sales Executive

Key Result Areas:

- Ensured strategic management of partnerships in the assigned zone & other geographies; facilitated team members commitment to business, increased profits, and created positive work environments
- Managed major dealers of the region with focus on increasing business by providing them complete strategic, logistical and operational assistance
- Showed distinctive capability by distributing bikes & spares parts to local dealers & developed new customers
- Conducted a business & product portfolio analysis on a regular basis for increasing revenues and getting focus right on high margin/ strategic products/ new products penetration/new dealers' performance
- Planned & executed strategies to ensure uninterrupted business plan on sales, collection & new launches
- Developed detailed account strategies for key business through information gathering, strategic plan formulation, identification of value proposition, sales budgeting and action plan initiatives and implementation
- Drove sales initiatives & achieving desired targets with overall responsibility of return on investment and exploring marketing avenues to build consumer preference and drive volumes
- Steered efforts in keeping track of:
 - Inward & outward of bikes & spares, maintaining FIFO method
 - Preparing daily and monthly sales/various MIS reports and maintaining closing stock
 - Forecasting spares Requirement through ABC Analysis
- Managed products such as Bajaj 2 wheelers, Bajaj 3 wheelers, Bajaj Spares parts, Ceat Tyres

Highlights:

- Successfully appointed dealers in Lubumbashi, Kinshasa & Kindu (D.R. Congo)
- Visited to upcountry tour for generating leads, arrange dealer and launched demo Van activity in D.R. Congo
- Played a key role in organizing BTL activities in various parts of the region
- Appointed dealer in Bandundu and became the first person to launch 2 wheelers there
- Showed extraordinary performance in sales and achieved quarterly target several times

Jul'11-Oct'12 with Martinez Hermanos, Guinea Equatorial**Growth Path:**

Jul'11-Dec'11: Warehouse Supervisor

Dec'11-Oct'12: Sales Executive

Key Result Areas:

- Distributed FMCG Products to local dealers & developed new customers in different town in the region
- Interacted with various dealers to collect orders
- Ensured that any damaged or expired products are reported and removed from shelves
- Drove sales through engagement of customers, suggestive selling, and sharing FMCG product knowledge
- Assists with inventory, including receiving and stocking merchandise.

Highlights:

- Successfully managed entire operations of container from port to warehouse & make sure to proper supply chain to other outlets from warehouse
- Products Managed: All kind of FMCG Products, Liquor, Electronics items (Freezer, Refrigerators, Mobile Phone)
- Played a key role in appointing new dealer in MBINI town

Mar'06-Apr'11 with P.K. Jha & Associates, Kolkata as Audit Assistant**Personal Details**

Date of Birth: 16th July 1983

Languages Known: English, Hindi, Spanish, French & Lingala (Local language in D.R. Congo)

Passport No.: S 6642846

Nationality: Indian

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