

AAINA MAHAJAN

PROFESSIONAL SUMMARY

- B.Tech & MBA, with over 2.5 years of experience in Sales & Marketing, Business Development & Channel Management.
- Worked as Deputy Manager (Territory Manager), Sales and Marketing with Hero MotoCorp (Two-Wheeler Sales) at Vadodara Regional Office.
- An effective communicator with exceptional relationship management skills and ability to relate to people at any level of business and management.
- A proactive planner with abilities in devising effective strategies for developing new Showrooms & Retail Outlets, penetrating new market segments & promoting and launching new products for business excellence.
- An enterprising leader with strong analytical, problem solving and organizational skills.

SKILLS

Channel Management
Competitor analysis
Demand Forecasting
Inventory Management
Strategic business planning
People Management
Go-To Market Strategy
Sales Planning
Content Development

WORK HISTORY

TERRITORY MANAGER-SALES & MARKETING, HERO MOTOCORP, VADODARA, GUJARAT, INDIA

Jan 2018 – Mar 2021

- Monitoring Sales and ensuring the required growth.
- Regularly reviewing the performance of the Channel Partners.
- Planning New Product Launches & Organizing BTL Activities to promote the current products.
- Keeping a track on Inventory levels and helping channel partners with planning (Model-wise/Variant-wise/Color-wise) & Demand Forecasting.
- Making strategic reports from time to time on the economic & political scenarios, and its impacts on the business.
- Analyzing the schemes run by competition and devising strategies to counter them.
- Tapping new markets and coordinating with team and channel partners to penetrate these segments to expand reach and business.

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- Spearheading market intelligence activities for ascertaining market trends, influences and competition. Utilizing market intelligence information for future decision-making & strategic business planning.
 - Ensuring the reach by appointing Channel partners in Potential pockets.
 - Ensuring Proper trainings & mentoring of Channel Partners and their sales executives.
 - Actively listening to customers and handling customer complaints effectively.
 - Handling day-to-day running of various Projects for the market, ensuring high levels of productivity and progression.

SUMMER INTERN, PANASONIC INDIA PVT. LTD, MUMBAI, INDIA

April 2017 – June 2017

- Competitor analysis of visual merchandising elements across brand shops of various brands to assess the strengths and weaknesses of Panasonic and provide strategies to identify opportunities.
- Understanding the distribution channel to study the flow of goods to the consumer.
- Understanding the in-store environment and brand communications used to convert customer footfalls to sales.

SUMMER INTERN, PHILIPS ELECTRONICS INDIA, CHANDIGARH, INDIA

Jan 2015 – June 2015

- Assisted senior engineers in carrying out the manufacturing process of fluorescent lamps, incandescent lamps and CFLs.
- Also collaborated with them in testing the manufactured products aforementioned.

ACHIEVEMENTS

- Handled revenue of 200 Cr in 2 Wheeler sales and 1 Cr in Accessories sales.
- Successfully gained 2.3% (38.5%) Market share in 2W in Baroda Town and Regained Market Leadership after 3 Years.
- Achieved the Highest Motorcycle Market share of the last 5 years (61%).
- Achieved the Market leadership in Entry Segment in the territory (72%).
- 97% Despatch Target Achieved last FY.
- Increased the finance penetration by 5 Percent, and achieved the target.
- Successfully grew the CRM Program penetration by 8%, Highest in Gujarat state.
- Achieved the Festival retail target of 32 days last FY.
- Effectively Managed Sales and Marketing in Baroda and Chhota Udaipur comprising of 4 dealers and 26 Networks.
- Worked closely with Bike Taxi/Delivery segment and executed the highest Institutional orders in the state.

EDUCATION**2018: MBA(RETAIL MANAGEMENT)**

KJ Somaiya Institute of Management Studies And Research, Mumbai

CGPA: 7.05

2015: B.TECH (ELECTRONICS AND COMMUNICATION ENGINEERING)

Rayat Bahara College of Engineering And Biotechnology(Punjab Technical University) Mohali,
Punjab

Graduation Percentage: 72.75%
