



PAVAN MAHAWAR

HEAD-SALES & MARKETING

✉ mahawar.pavan@gmail.com

[in](#) Pavan Mahawar

☎ +91 9920709210

Track record in conceiving & implementing ideas that have fuelled market presence and driven revenue, **targeting assignments as Business Head/ Leader in Business Development, Channel/ Network & Distribution Management across Infrastructure industry**

Key Skills

Strategy Planning & Execution

Business Development/ B2B & B2C Sales

Profit Centre Operations

Key Account Management

After Sales & Non-Sales Services

Channel & Distribution Management

Market/ Competition Analysis

Business Growth / Expansion

Market Penetration

Team Building & Leadership

Profile Summary

- An **enterprising leader** with **over 14 years of rich experience in Project Sales, Channel Sales, Business Development, Strategy Planning, Profit Centre Operations and Team Management** across Paint, Tile, Putty, Allied Products across infrastructure industry.
- Skills in evolving **strategies to drive expansion of business** in highly competitive & **untapped markets of Mumbai, Nashik (& Upcountry), Nagpur (& Upcountry), Pune (& Upcountry), Goa & Gujarat.**
- A **visionary & strategist with competence in leveraging organizational resources & strengths, people, product, service offerings** & competitive positioning to drive revenues; proven success in **improving revenue & bottom line by building strong relationships with customers & trade.**
- **Highly skilled in designing business models, GTM Strategies and business process solutions** that result in integrated customer experience for a customer base of enterprise accounts.
- **Experience in optimizing channel functions & flows, direct & indirect channel partner's counter-wise targeting**, all-monthly channel partner's incentives & payouts, BTL schemes & promotions, primary & secondary reporting systems & process automations.
- **Formulated volume & value led strategies that generated consistent growth in business footprint, EBIDTA** and market share year on year and improved levels of customer & stakeholder satisfaction.
- **Consistently deliver Mission-Critical results:** Honed with strong analytical skills, performing competitor analysis and market analysis for bolstering business. Attained an excellent market standing for the business.
- **Charismatic, Problem Solver**, motivating, creative, strategic, vigorous, consensus-building & innovative leader.
- Possess exceptional **negotiation & influencing skills**; skilled in maintaining minimal attrition rate by fostering team dynamics.

Career Timeline (Latest 4)



Education

- **2010: MBA in Marketing** from K.G. Mittal Institute of Management Studies, Mumbai
- **2007: Diploma in Business Management** from Welingkars Institute of Management Studies, Mumbai
- **2006: B.Sc. in Physics** from Thakur College of Sci. & Comm., Mumbai
- Advance PowerPoint Presentation
- Leadership, Negotiations & Managerial Skills

Workshops Attended

Orient Ceratech Ltd. (formerly known as Orient Abrasive Ltd.), Mumbai as Head - Sales and Marketing

Team Size: 30 members (Sales & Non-Sales)

Key Result Areas:

- Driving sales growth, enhancing market presence, and contributing to the success and profitability of the company.
- Developing and maintaining strong relationships with partners, and working closely with them to achieve mutual goals.
- Creating and managing channel partner budgets and forecasts along with developing and implementing channel partner programs, such as training, marketing, and incentives.
- Conducting market research, analysing industry trends, monitoring competitor activities and identifying new market opportunities for building materials.
- Creating and executing marketing campaigns, promotional activities, and branding initiatives to increase awareness of the products.
- Managing distribution channels effectively, including wholesalers, retailers, and dealers. Developing strategies to expand distribution networks and improve channel performance to reach more customers and increase sales.
- Leading and managing the sales team, including setting sales targets, providing training and motivating team members to achieve their goals.
- Negotiating contracts, preparing & presenting monthly & quarterly sales plan, pricing, and terms to secure profitable business relationships.
- Tracking sales performance, analysing sales data, and forecasting future sales trends to identify areas for improvement and make informed business decisions.
- Developing strategies to manage supply chain management and inventory/stock management by coordinating with all the other factory heads.
- Developing and managing the sales and marketing budget effectively, allocating resources appropriately to achieve desired sales and marketing objectives while maintaining cost control.

Nippon Paint India Pvt. Ltd., Mumbai as Senior Relationship Manager (Wood Coatings)

Team Size: 3 front-line sales professionals (earlier 7 sales professionals)

Key Result Areas:

- Forecasted & analyzed sales to achieve sales objectives.
- Managed Stock Management at Dealer and Depot level.
- Reviewed performance of teams and provided monthly feedback for further improvement.

Highlights:

- Increased number of active dealers by 20% and added 25 New Channel Partners by maintaining good relationship with them.
- Administered BTL activities and Sales presentations to stake holders which resulted in improved sales by more than 10% annually.
- Achieved highest Sales for the closing of the year 2022 over the last decade.
- Operationalized upcountry market and maintained constant growth in geography of Nagpur, Pune and Nashik.

Work Experience

Jun'23- till date

Aug'19-May'23

Growth Path

Aug'19-Jan'23: Relationship Manager

Jan'23-May'23: Senior Relationship Manager

Nov'18-Jul'19

H & R Johnson Ltd., (Division of Prism Johnson Ltd.), Mumbai as Cluster Manager-Tiles (Western Mumbai)

Team Size: 8 front-line sales professionals & 2 non sales

Highlights:

- Generated demand which resulted in more than 30% stock liquidation of distributors by identifying new partners.
- Accoladed with Green certificate for excelling in product knowledge and its applications.

Apr'11-Oct'18

Asian Paints Ltd., Mumbai as Senior Sales Officer

Team Size: 2 DSRs

Highlights:

- Managed Project sales (4 years), Channel sales (3 years) and Color Pro (8 months).
- Appreciated with a certificate for ECA (Essential Competencies Acquisition) – workshop.
- Acknowledged by hierarchy on project- "How to increase GBA contribution by 10% in Western Mumbai".
- Bagged Divisional champion award and other various certificates and recognitions for Channel and Project Sales.

Feb'10-Jan'11

SMS Country Networks Pvt. Ltd., Mumbai as SMS Solution Consultant and Team Coordinator

Highlights:

- Consulted client best mode of advertising on "160by2.com".
- Established & managed a start-up (branch office) and generated business from team.

Date of Birth: 13th January,1985

Languages Known: Hindi, English, Gujarati, Marathi & Marwari

Address: Mumbai - 400066



Personal Details