

AMIT ARORA

SENIOR MANAGER – INTERNATIONAL SALES & MARKETING

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JOB OBJECTIVE

Exhibit a proactive and creative approach in the sales and marketing domain, concentrating on crafting tailored marketing strategies that provide value to clients, expand market presence, and elevate sales outcomes across various sectors.

EDUCATION

Post Graduate Diploma in Management (International Business) – Marketing
Birla Institute of Management Technology (BIMTECH)
CGPA: 7.25 / 9 | 2008

Bachelor of Commerce (Honors)
Shaheed Bhagat Singh College, Delhi University
Percentage: 67.5% | 2006

CORE COMPETENCIES

- International Sales & Marketing
- Strategic Planning & Execution
- Market Research & Competitive Analysis
- Product Launch & Promotion
- Sales Forecasting & Budgeting
- Cross-functional Team Collaboration
- Dealer & Distributor Relationship Management
- Pricing Strategy & Profitability Management
- Sales Training & Development
- Brand Management & Market Positioning
- Business Development & Market Expansion
- Customer Engagement & Retention

AWARDS & HIGHLIGHTS

- Best Employee Award** for outstanding performance in Maruti Suzuki's export team.
- Consistently received **progressive and positive appraisal ratings** throughout career.
- Ranked **1st in Men's Doubles** and **2nd in Men's Singles** Table Tennis at BIMTECH.

PROFILE SUMMARY

- Dynamic & results-driven **International Business professional** with **over 17 years of extensive** experience in **export sales, distributor management, and market expansion** within the **automobile industry**.
- Expertise in **developing and executing high-impact go-to-market strategies**, optimizing **pricing models**, and strengthening **distribution networks** across **Latin America, Oceania, and Africa**.
- Adept at **demand forecasting, market intelligence, and strategic negotiations**, ensuring sustainable growth and profitability.
- Showcased skill to **navigate complex global markets, manage high-value exports, and lead distributor engagements** to maximize sales performance.
- A proactive decision-maker with strong **cross-functional leadership**, aligning **production, logistics, finance, & regulatory compliance** to deliver operational excellence and long-term business success.
- Committed to driving continuous improvement, with a proven record of achieving **sales growth**, enhancing distributor performance, and securing **strategic partnerships** to maintain competitive advantages in highly competitive markets.

NOTABLE ACCOMPLISHMENTS ACROSS CAREER

Maruti Suzuki India Limited:

- Successfully managed exports to **Latin America and Oceania**, handling **15% of Maruti Suzuki's monthly export volume**.
- Played a key role in maintaining **Maruti Suzuki's market leadership**, securing:
 - No.1 position in Uruguay**
 - No.2 position in Costa Rica**
 - No.4 position in Panama**
- Formulated and executed **regional sales strategies**, leading to increased market share and enhanced brand presence.
- Spearheaded **pricing strategies** for new and existing models, ensuring optimal profitability for both the company and distributors.
- Conducted **new model sales training** for Dzire, Baleno, and S-Presso in Panama under the "Train the Trainer" approach.
- Established and strengthened distributor relationships through **frequent international market visits** to Costa Rica, Panama, Uruguay, and others.
- Ensured seamless execution of **trial vehicle shipments** for new model launches, maintaining confidentiality and smooth logistics coordination.
- Organized **customer engagement events** such as Jimny and Fronx Fest to enhance product visibility and market penetration.
- Led the **signing of Supply Purchase Agreements** with international distributors, mitigating business risks through thorough contractual due diligence.

Hyundai Motor India Limited:

- Managed exports to **key African markets**, including **South Africa, Algeria, Libya, and Egypt**, driving strong sales performance.
- Contributed to the **long-term success of Accent in African markets** through extensive distributor surveys and a strategic refurbishment initiative.
- Designed and executed **competitive pricing strategies**, annual pricing support plans, and discount frameworks to enhance sales volumes.
- Led **product launches, marketing campaigns, and sales promotions**, ensuring strong customer pull and distributor engagement.
- Spearheaded **counter-strategies against competitor product launches**, leveraging primary research, dealer visits, and mystery shopping.

- Winner of multiple **Table Tennis tournaments** at Maruti Suzuki and Hyundai.
- Actively contributed to organizing **corporate and academic events**, demonstrating leadership beyond core responsibilities.

PERSONAL DETAILS

Date of Birth: 19th October, 1985

Languages: English, Hindi and French (Basic)

Location: New Delhi - 110075

- Played a **pivotal role in ERP implementation and training**, enhancing operational efficiency in sales order management.
- Managed **Complete Knock-Down (CKD) & Disassembled Knock-Down (DKD) exports**, overseeing packaging, dismantling, and shipment processes.
- Conducted international market visits for **business discussions and sales optimization** in Algeria, Nepal, Hong Kong, Korea, Oman, and Indonesia.
- Key contributor in **Hyundai i10 sales training** for overseas distributors, enhancing product knowledge and dealer effectiveness.

WORK EXPERIENCE

Since December 2014 | Maruti Suzuki India Ltd.
Senior Manager - International Sales & Marketing

Role:

- Managing **sales and business development** across key export markets in **Latin America and Oceania**, ensuring sustained revenue growth and profitability.
- Developing and executing **territory-specific sales strategies**, aligning them with market demands, competitive positioning, and distributor capabilities.
- Leading **pricing strategy formulation**, coordinating with internal teams to optimize pricing structures, incentives, and discount frameworks.
- Coordinating with cross-functional teams, including **logistics, finance, and supply chain**, to ensure **seamless export operations** and on-time vehicle dispatch.
- Overseeing **end-to-end distributor management**, including performance monitoring, engagement, and contract negotiations to foster long-term partnerships.
- Conducting **market intelligence analysis**, identifying trends, competitive movements, and opportunities for expansion and strategic interventions.
- Facilitating **new model launches**, including demand forecasting, trial shipments, sales planning, and distributor training to ensure smooth rollouts.
- Collaborating with the **marketing team** to tailor promotional campaigns and customer engagement activities, enhancing product visibility and brand perception.
- Monitoring **inventory and order planning**, ensuring optimal stock levels at distributor ends to maintain sales momentum without overstocking.
- Engaging in **regulatory compliance management**, ensuring that all export documentation, homologation requirements, and trade regulations are met.

Achievements:

- Optimized **supply chain efficiencies**, reducing order fulfillment time by **15%** through process streamlining and cross-departmental coordination.
- Implemented a **structured distributor engagement program**, enhancing sales performance and strengthening market presence in Latin America **region**.
- Spearheaded a **new model training initiative**, improving dealer preparedness and customer satisfaction scores in the **Costa Rica and Panama market**.
- Played a key role in expanding **distribution networks**, adding **2 new dealership touchpoints** in the **Costa Rica market**, resulting in **10 % increase in sales**.

February 2008 - November 2014 | Hyundai Motor India Ltd.

Growth Path:

Sales & Marketing Strategy | March 2013 - November 2014

Section Head - Sales & Marketing Strategy - Export | February 2014

Role:

- Managed **exports and sales for African markets**, ensuring seamless order execution and driving consistent revenue growth.
- Conducted **demand planning and sales forecasting**, ensuring inventory optimization and timely fulfillment of market needs.
- Coordinated with **production and supply chain teams** to align manufacturing schedules with export demand, minimizing lead times.
- Developed and implemented **regional sales policies**, pricing frameworks, and promotional plans tailored to market-specific requirements.
- Oversaw the execution of **trade agreements and export documentation**, ensuring compliance with regulatory guidelines and business policies.

- Facilitated **dealer training programs**, equipping sales teams and distributors with in-depth product knowledge and customer engagement strategies.
- Led **market research initiatives**, analyzing competitor movements, customer preferences, and pricing trends to refine business strategies.
- Managed **CKD & DKD export operations**, ensuring seamless coordination of packaging, dismantling, and shipment processes.
- Conducted **on-ground market visits**, engaging with distributors and dealers to assess business performance and explore expansion opportunities.

Achievements:

- Successfully implemented a **pricing realignment strategy**, leading to a **10% increase in profit margins** across **key markets**.
- Enhanced **dealer performance and market penetration**, driving **increased market share** across markets within **10 months**.
- Streamlined **logistics coordination**, reducing shipping lead time by **15 days** and optimizing inventory costs.