Sarovar Uniyal

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Delhi, India

# Business Head | Automotive Business Management

An articulate, persuasive and competent individual with over 20 years of prodigious experience in Banking, Insurance and Automotive Business Management, Sales & Marketing, Dealer/Channel Management, Business operations, strategic planning, analytics and Business Intelligence. Seeking to pursue a career in the upper echelons of an esteemed organization which calls for extremely high level of leadership qualities and organizing abilities to enhance companies’ profitability and reputation.

# Work Experience

## Regional Manager

Godawari Electric Vehicles Pvt Ltd
Feb 2025 – Present

- Managing Uttar Pradesh and Uttarakhand
- Handling dealer management for developing new dealerships
- Managing retail sales through dealerships
- Developing sub-dealers under distributors and dealers
- Finance tie-ups for retail sales support
- Providing after-sales support to dealers and sub-dealers

## General Manager

Wasan Brothers Pvt Ltd
July 2019 – October 2024

- Managed 3 different startup projects for Wasan Group
- Organized Used Two-Wheelers, Electric Vehicles, and e-Pharma projects
- Set up dealerships in multiple Indian states
- Managed dealer network, finance and insurance tie-ups, and service centers
- Developed marketing and digital strategies
- Led promotional and territory expansion activities

## Zonal Sales Manager

ICICI Lombard, Mumbai
2017 – 2019

- Managed private car dealership motor insurance business
- Tied up and activated new dealerships
- Maintained profitable ratios and team performance across large territory
- Team Management: 2 Area Sales Managers, 5 Sales Managers, 5 Unit Sales Managers
- Used product knowledge, analytics, and BI tools for optimization

## Sales Manager – Retail Banking Liability Sales

Barclays Bank Plc, Delhi
Dec 2007 – June 2008

- Sales of savings, current, salary accounts, and life insurance
- Managed team of 100 FOS and 7 ASM
- Engaged in brand awareness and third-party partnerships

## Relationship Manager – Retail Banking Liability Sales

Yes Bank, Delhi
Aug 2007 – Dec 2007

- Sales of NTB CASA and third-party products to generate fee income

## Manager – Investment & Services

ICICI Bank, Delhi
June 2005 – July 2007

- Managed two branches and branch revenue/profitability
- Led a team of 15 FCs, 2 FSCs, 2 life insurance managers, and agents
- Sold financial products including insurance, mutual funds, and IPOs

# Achievements

- Achieved 100%+ targets in national insurance contests (ICICI Bank)
- Won foreign trips to Mauritius, Macau, Switzerland, Australia, Istanbul, and Turkey
- Received multiple awards and gifts for performance
- Opened major accounts like Rhiti Sports (endorsing M.S. Dhoni)
- Reactivated 12 dealerships at ICICI Lombard

# Educational Qualification

Post-Graduate Program in Planning and Entrepreneurship
Indian Institute of Planning and Management, New Delhi (2003–2005), Specialization: Finance and Marketing

Bachelor of Computer Applications
C.C.S. University, Meerut (2000–2003)

Passed AMFI – Mutual Fund Advisory Module

# Summer Training

HSBC, New Delhi – Industrial Trainee (July 2004 – January 2005)

# Hobbies and Interests

- Research on industry developments
- Reading newspapers, journals, and novels
- Networking

# Personal Details

Father’s Name: Sushil Chandra Uniyal
Date of Birth: 1st July 1982
Permanent Address: Mainka Hotel, Srinagar Garhwal, Uttarakhand – 246174
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