

KAMAL ARORA

Decisive and professionally driven, targeting roles as Assistant Manager and above. Leveraging expertise in Marketing and Product management, strengthen partnerships, maximize profitability, and achieve mutual success for both the organization and its key clients.

8059568355

arora94.kamal@gmail.com

PROFILE SUMMARY

- **Dynamic ad results-driven Assistant Manager with experience of nearly 7 years** in Product Management, market Research and developing & implementing innovative marketing strategies to drive business growth.
- **Experienced in conducting market research, competitive analysis and consumer insights** to identify market trends, customer needs and growth opportunities.
- **Strategic Marketing Leadership** in developing and executing strategic marketing plans to drive business growth and achieve organizational objectives.
- **Strong analytical skills** with the ability to track, measure and analyse marketing performance metrics and KPIs.
- **Introduce and grow new business lines**, including the successful launch of **Outboard Motors** for **Honda** in the Indian market and extensive Product Planning at **Suzuki Motorcycle India** by working with cross-functional teams.

SKILLS

Marketing and Sales Management

- Branding
- Product Launch
- Product & Sales Promotion
- Campaign Management
- Primary Sales (B2B)
- Channel Management

Product Management

- Market Research
- Product Road mapping
- Strategy Planning
- Data Analysis & Visualization
- Competition Benchmarking

Soft Skills

- Team Player
- Time Management
- Decision Making
- Communication

Technical Skills

- MS-office
- Google Analytics
- Volza

WORK EXPERIENCE

Suzuki Motorcycle India Private Limited, New Delhi

Assistant Manager - Marketing and Product Planning • October 2023 - Present

Survey and Research

- *New Model Survey and Analysis:*
 - Conduct surveys and research to understand market demand and identify needs for new product development.
 - Coordinate surveys with the SMC (Suzuki Motor Corporation) team.
 - Defined research requirements and methodologies to deliver actionable insights, ensuring alignment with project goals.

Industry and Competition Data Analysis

- *Model Launch and Market Reports:*
 - Collect Latest Industry Information:
 - Gather up-to-date news, images, and specifications related to new vehicle models and launches.
 - Provide management with timely insights into industry trends and developments.
- *Comparison Sheet Management:*
 - Maintain detailed comparison sheets that include SMIPL (Suzuki Motorcycle India Private Limited) vehicles alongside competitive models.
 - Share these comparison sheets with department and division heads.

Industry Reports

- *Model Launch and Market Reports:*
 - Analyze market trends related to new, scoop, minor change model launches, development, and historical data.
 - Evaluate the execution of business plans based on these reports.
 - Monitor monthly SIAM (Society of Indian Automobile Manufacturers) and SMIPL colour data.
- *New Product/ Update Launch & Literature:*
 - Draft New Product/ Update PIB (Product Information Bulletin)
 - Prepare comprehensive documents for new product launches or updates.
 - Coordinate with relevant departments to ensure timely execution of projects.
 - Maintain a new product launch tracker.
 - Support sales training by developing relevant materials.
 - Assist marketing efforts during new product launches.

Support Activities

- *Internal Reports and Approvals:*
 - Generate internal reports related to new projects.
 - Support R&D (Research and Development) team in terms of compliance and quality requirements.

Honda India Power Products Limited, Greater Noida

Executive - New Model Development • May 2022 - Oct'2023

Product Strategy and Planning

- Responsible for overall Marine (Outboard Motors) Business comprising of Market Sensing, Pricing, Competition Monitoring, Import Data Analysis, Achieve Business Plan and channel Management.
- Make Marine Models Price Build up based on Import Price (FOB Price) and monitor Model/Category Profitability.

Product Development

- Liaison with R&D Dept. and Service Dept. for product development, planning of service activity, and Spare Parts stocking at Dealers and HIPP warehouses.

Sales and Marketing

- Monitoring Monthly Stock, Sales, and order planning with overseas Production- Factories in the Back end and taking orders from Dealers and related Sales Promotion activities in the front end.
- Plan and execute Monthly/Quarterly/Annual Sales Promotion Plan.
- Identify state-wise potential customer list i.e., Boat Builder and boat taxi operators, and liaise with them to include Honda Marine OBM's for their regular demand.

Performance Analysis

- Report Monthly Sales Performance and Market Information (Competition Sales, Market Share, Application wise sales, Price Comparison, etc.)

Financial Management

- Monitor budgets for Sales Promotion and Discounts.

Amara Raja Batteries Limited, New Delhi

Marketing Executive • July 2018 - May 2022

Marketing Strategies and Promotions

- Formulated and implemented trade/marketing strategies and promotional strategies and evaluated their performance.
- Responsible for Marketing/Branding and promotion of the product in the line.
 - Promotional activities- ATLs and BTLs like Mechanic Meets, Dealer Meets & Distributor Meets
 - Managing & controlling budget and check POSM & other marketing materials.
- Monitored and evaluated market trends and competition brands and their activities, and market intelligence to develop and implement a marketing strategy to increase client acquisition and retention.

Sales Planning

- Created weekly, monthly, quarterly, and yearly sales plans, and strategies along with the team.
- Maintained and developed business through B2B sales through channel partners.
- Created new clients (dealers and distributors) for the business and nurtured high-level relationships with dealers and distributors.
- Achieved given sales volume & and growth targets.

Brand Management

- Established brand identity and implemented same at dealer network.
- Branding- In-shop Branding, Boards.

Budget Management

Managed budgets and new implementations.

Dainik Pathak Paksh, Hisar

Marketing Executive • July 2015 - Jan 2016

- Advertisement Sales - Local Newspaper Agency

EDUCATION

Master of Business Administration - Marketing

Chandigarh Business School, Mohali • 2016 - 2018

Bachelor of Science - Non Medical

Dayanand College, Hisar • 2012 - 2015

INTERNSHIPS & PROJECTS

Indian School of Digital Marketing Management & Technology

Project Title: Buying Behavior of Online Consumers: An Empirical study using Digital Marketing

Cryptocurrency : Online Research

Project Title: Digital Investment: An Evolution of CryptoCurrency in India

CERTIFICATES & COURSES

Advance Diploma in Computer Applications

Dayanand College, Hisar • 2012 - 2015 • Part-time

Cross Cultural Communications

DOBA Business School, Slovenia • June 2017 - July 2017 • Online

Industry 4.0 - TATA Steel

TATA Steel • April 2020 - April 2020 • Online

Effective Presentation Skills

Amara Raja Group • June 2020 - June 2020 • Online

EXTRA-CURRICULAR ACTIVITIES

Volunteer-Fund fundraising for Cancer Patients

Nationwide Cancer Control Programme

10th position in the Haryana State Ambulance Competition

Organizer: St. John Ambulance Association and Red Cross Society • Aug 2009 - Sep 2009

LANGUAGES

English

Hindi

PERSONAL DETAILS

Date of Birth : November 30, 1994

Native Place : Hisar, Haryana

Current Address : 52, Bhagat Singh Market, New Delhi - 110001