

Pranav Chunduri

Sales and Marketing Manager, Electric Vehicles

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SUMMARY

Dedicated and result-oriented professional with rich experience in **Sales & Marketing** domain in Automobile industry having expertise in managing functions involving **Institutional Sales and contribute for Business growth. 6 years of Overall Experience (4 years in EV Sales and Marketing & 2 years in Market Research & Analysis)**. Proficient in working for a gamut of 100+ Tenders for Electric Vehicles of various Government State Transport Corporations (STUs). Excellence in acquiring prospective clients from various sectors, identifying new business opportunities, generating business from accounts & maximizing competitive strength for long-term success. Adept in dealing with the **FAME I and FAME II schemes of Electric vehicles** by **Department of Heavy Industries (DHI)** and **NITI Aayog** for Commercial vehicles – Electric Buses.

"Pranav was the first person we recruited in the Marketing team of the EV Business at Ashok Leyland given his prior Product Management experience and given he had both the understanding and the passion for Marketing. He has a high level of customer obsession which according to me was very vital for a marketing manager given an industry (EV) which was very new to India and a product that was alien to the Indian road conditions. Pranav never hesitated to stretch and toil to ensure the customer commitment was met. He has smoothly executed cross-functional processes that were needed to make a techno commercial offer in EV Bus Tenders and was quickly able to learn commercial aspects although he is from an engineering background. I wish him the very best in all his future endeavors!" - Sriram Tirunantalwan, Sr.Program Manager, Amazon | ISB | Ashok Leyland (EV Business)

CORE COMPETENCIES & KEY SKILLS

• **Institutional Sales** • **Corporate Sales** • **B2B Sales** • **Sales Strategy** • **Business Development** • **Growth and Network Expansion** • **Tenders study Analysis** • **Market Research and Analysis** • **eMobility as a Service** • **Competitor Analysis** • **Competition Benchmarking** • **Product Management** • **Competition Intelligence** • **Customer Interaction** • **Electric Vehicle Sales** • **Negotiation and Networking** • **Customer Insights** • **Team Management**

PROFESSIONAL EXPERIENCE

Manager - Sales and Marketing, Electric Vehicles Nov '21 - Present
Switch Mobility Automotive Limited, an Electric Vehicle subsidiary company of Ashok Leyland Limited Chennai, IN

Switch Mobility is a next-generation Electric Bus and Light commercial vehicle subsidiary company of Ashok Leyland Ltd that was formed with the mission to enrich lives through green mobility. Switch was forged from the innovative EV elements of Ashok Leyland, the third largest bus and LCV OEM in the world.

Institutional Sales and EV Tenders

- Led and orchestrated **800 Crores order** for **200 India's 1st Double Decker AC Electric Bus order** from The Brihan-Mumbai Electric Supply & Transport Undertaking (BEST) - State Transport Undertaking (STU) for SWITCH Mobility.
- Engaged with top brass in STUs, operators & performed **Concept Marketing pitch** about SWITCH (AL's) EV product.
- Conveyed the **Customer Value Proposition (CVP)** & USPs of SWITCH (AL's) Electric Buses to various Govt officials.
- Undertook all **Electric Bus tenders** that are floated across India under FAME and Non FAME scheme till date.
- Facilitated **end to end execution** starting from engaging customers, securing orders, signing of agreements and other statutory subsidy collections, delivery and inspection till handing over to projects team.

Manager - Sales and Marketing, Electric Vehicles Jan '21 - Oct '21
Ashok Leyland Limited Chennai, IN

Ashok Leyland, flagship of the Hinduja group, is the 2nd largest manufacturer of commercial vehicles in India, the 3rd largest manufacturer of buses in the world, and 19th largest manufacturers of trucks.

Institutional Sales and EV Tenders

- Acquired **1200 Crores order** for **300 Electric Buses** from Bangalore Metropolitan Transport Corporation (BMTCL) - STU
- Bagged the **150 Crores contract** for **40 Electric Buses** from Chandigarh Transport Undertaking (CTU) - STU.
- Planned, developed and executed projects for the Electric Bus business line by collaborating with Cross-Functional Teams to achieve business objectives.

Deputy Manager - Sales and Marketing, Electric Vehicles Jun '18 - Dec '20
Ashok Leyland Limited Chennai, IN

- Achievement** - Key founding member of the **EV Sales team** of Ashok Leyland Ltd
- Bagged the Ashok Leyland's **1st Electric Bus order of 50** from Ahmedabad Janmarg Limited (AJL) worth **150 Crores**

- Spearheaded the 2nd **order of 25** from Bihar State Transport Corporation (BSRTC) worth **100 Crores**
- Worked for a gamut of **100+ tenders for Electric Vehicles** of various Government State Transport Corporations (STUs), SPVs across the country
- Responsible for **successful order execution** of 75 Electric buses to AJL and BSRTC

Deputy Manager - Market Research and Analysis, Global Buses

Jul '17 - May '18

Ashok Leyland Limited

Chennai, IN

- Formulated **Competition Intelligence Database collection**, Market Surveys, KMPL back-to-back Field Trials, Benchmarking studies and analysis of customer feedbacks to improve product performances
- Created **Database** for Competition Specs, **Products features, Operator Manuals**, Price Circulars, Leaflets and vehicle pictures
- Conducted KMPL **back to back field trial** for AL Lynx Smart 52WB Vs TML Starbus Ultra 52WB

Graduate Engineer Trainee (GET)

Jul '16 - Jun '17

Ashok Leyland Limited

Chennai, IN

- Underwent Graduate Executive Trainee (GET) program at Ashok Leyland Ltd.
- Successfully completed Advanced problem - solving, Lean Six Sigma Green Belt project in Ashok Leyland on "Reduction of fuel leakages in CRS engine leak off pipe and improved the engine pass percentage to 95% efficiency"

LAUNCHES & EVENTS

- **Event Organizer** for Ashok Leyland for the "**Vibrant Gujarat 2019 Expo**", where the *1st Electric Bus to Gujarat* was displayed and inaugurated by Top Gujarat Govt officials.
- **Event Organizer** for Ashok Leyland for the "**Future Mobility Show Expo 2019 & 2021**", where in 2019, *the Electric Bus of Ashok Leyland* was displayed to the Top Govt officials of Karnataka in Bangalore.

AWARDS & ACHIEVEMENTS

- Received "**EVEMS Performer Award**" in **Feb 2020** from Ashok Leyland's Business Head, Electric Vehicles and HR Head, for **successfully Handling the Critical Customer Inspections** with Ahmedabad Janmarg Limited (AJL) customer.
- Achieved **Academic proficiency scholarship (Deans - List 3-10%)** in B.Tech for 3 years (2013, 2014, 2015).

PROJECTS & CERTIFICATIONS

- Certification on "Introduction to Marketing" by Wharton School, University of Pennsylvania through Coursera in 2020
- Received **Certificate of Graduation** from Ashok Leyland for completing the Advanced problem-solving project in 2017

EDUCATION

PG Certification in Digital Marketing and Communications

Mar '21 - Nov '21

MICA & UpGrad

Mumbai, IN

- Completed PG Certification in Digital Marketing and Communication with Specialization in Branding and Communications

Bachelor of Technology (B.Tech) in Mechanical Engineering

Jun '12 - May '16

SASTRA UNIVERSITY

Thanjavur, IN

- CGPA: 8.64/10

LANGUAGES KNOWN

Read, Write and Speak - English, Hindi, Telugu ; Speak - Tamil
