

ANKIT AGGARWAL

MBA | B.Tech | LLB

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PROFESSIONAL SUMMARY

Sales and marketing leader with an engineering and IT background and 17+ years across FMCG, construction, automotive and IT. Drives revenue growth and margin expansion by pairing go-to-market, pricing and commercial strategy with AI agents, automation and analytics. Currently heads sales planning, sales excellence and pricing for an INR 500 Cr paints business built from the ground up.

CORE COMPETENCIES

Pricing Strategy (DPL, MRP, MOP) | Go-to-Market Strategy | Sales Planning | Commercial Excellence | Trade Spend Optimisation | Channel ROI and P&L | Demand Forecasting | Product Management | Launch Strategy | Loyalty Program Design | Business Transformation | Process Automation | Data Analytics | Team Leadership

PROFESSIONAL EXPERIENCE

JK Cement - Paints | Delhi NCR, India

Head - Sales Planning, Sales Excellence and Pricing | Dec 2020 - Present

- Built the JK Paints business ground-up and led the White Cement business transformation; currently drives an INR 500 Cr business through all-India sales acceleration, Key Value Levers and go-to-market co-creation.
- Owns the full pricing architecture - DPL, MRP, MOP, landing cost and scheme design with PPI, PRI, FOC and spotting enablers - using backward and forward pricing off COGS and competition to balance contribution margin, channel incentive and gross margin.
- Leads sales planning and revenue growth: channel scheme design, channel ROI and contribution margins, category growth, potential-retailer strategy and trade-spend optimisation.
- Delivered the sales excellence stack - DMS, CRM (Influencer Loyalty), SFA-Umber and SAP in-house invoicing - covering requirement documents, solution architecture and rollout.
- Built Power BI dashboards for demand planning and forecasting, and automated MIS and ledger reporting using Python and macros.
- Designs and runs the annual points-based loyalty program driving DSO, PPI and PRI, maximising dealer participation through timely, exception-free payouts.

AkzoNobel (Dulux) | Delhi NCR, India

Manager - Revenue Growth | Sep 2015 - Dec 2020

Area Sales Manager, Gurgaon and Delhi (Sep 2015 - May 2017)

- Owned the national discount strategy pillar: channel schemes across 16 zones for 15,000+ dealers, including budgeting, P&L and dealer ROI.
- Lifted return on sales from 9% to 15% in two years through a four-pronged strategy of product mix, bulk versus retail pack pricing, reduced long-tail discounting and raw-material-linked price increases.
- Grew the Gurgaon territory to INR 550 Cr at 8% CAGR over two years, handling 250 retail counters and a direct team of four across cross-selling, target delivery, collections and influencer engagement.
- Played a pivotal role in introducing the distributor model, an industry first in paints, covering legal compliance, ROI model design, performance tracking and training.
- Drove go-to-market across key markets: pre-placement sales, tinting machine placement, new dealer expansion and growth from small dealers.
- Maximised channel loyalty participation in the annual CLUB and half-yearly season schemes.

Hyundai Motor India | Delhi NCR, India

Manager - Product Management | Jun 2013 - Sep 2015

- Led the Grand i10 launch and activation - product clinics, positioning strategy, sales forecasting and brand prism - partnering Service, Production and Media; the model became the fastest to 1 million sales.

- Built the Korean leadership strategy deck with a monthly India-outlook dashboard tracking GDP, inflation, IIP, government policy and FTAs alongside sales forecasts.
- Ran the KIA feasibility study evaluating capacity expansion versus introducing a second brand to grow volume and market share beyond 22%.
- Served as Hyundai's representative to the Society of Indian Automobile Manufacturers as an ERG member; key projects included VAHAN and the Automotive Mission Plan 2025.

Yamaha Motor India | Delhi NCR, India

Area Sales Manager | May 2012 - Jun 2013

- Owned sales across 10 dealerships in Noida and Faridabad, an INR 250 Cr annual business.
- Played a key role in launching the Yamaha Ray, the brand's first gearless scooter.

Infosys Technologies Ltd. | India

Application Developer | Oct 2007 - Jun 2010

- Developed applications on SharePoint (MOSS), C#, ASP.NET and Java.
- Handled architecture design and database management, including requirement gathering and user acceptance testing.
- Worked across project management, SDLC and Agile delivery.

TECHNICAL SKILLS

Programming: Python, VBA, SQL, C#, ASP.NET, Java

Business Intelligence: Power BI (DAX), Qlik Sense, Power Query, Excel Macros

Artificial Intelligence: Agentic AI, Claude, Gemini, Claude Code, Codex, Gemini CLI

ERP and Systems: SAP HANA, Oracle, DMS, CRM, SFA, SharePoint (MOSS)

Cloud: AWS (basics), Azure (basics)

Delivery: Project Management, SDLC, Agile, Solution Architecture, UAT

EDUCATION

- Master of Business Administration (Marketing), FORE School of Management, New Delhi | 2010 - 2012
- Bachelor of Laws (LLB), Institute of Law and Research, Faridabad | 2017 - 2020
- Bachelor of Technology (Electronics and Communication), Apeejay College of Engineering, MDU | 2003 - 2007

CERTIFICATIONS AND TRAINING

- Python and Machine Learning, MSME | 2020
- Power BI, Udemy
- Solar Energy; Import and Export
- Internships: Power Finance Corporation; Airtel

AWARDS AND RECOGNITION

- Star Employee, AkzoNobel - awarded three times
- Stellar Award presented by the Infosys CEO, Q1 2009
- Star Employee, JK Cement
- Grand i10 launch - fastest Hyundai model to 1 million sales in India
- ERG Member, Society of Indian Automobile Manufacturers (Hyundai representative), 2013 - 2015

ADDITIONAL INFORMATION

- Visiting Faculty - Power BI and Excel Macros
- Independent Consulting - macros automation project for EY
- International Exposure - travelled to 22 countries
- Visas - US B1/B2; Canada