



Arpi Jain

E-Mail: x25arpij@iima.ac.in Mobile: +91 7899280604 LinkedIn: www.linkedin.com/in/arpijain98/

Summary

Curious and dynamic professional with experience in B2B and B2C businesses, leading teams and unlocking revenue in the building materials industry. Consistently translated passion for growth through technological advancements into market impact and operational excellence.

Professional Experience

Founder and Management | Sohum Corporation | Visakhapatnam

Premium B2C building materials store catering to 3 districts in Andhra Pradesh with annual revenue of ~₹5+ cr

- **Launched B2C operations:** introduced 15+ product categories (sanitaryware, kitchen sinks and tiles) across 3 districts, increasing the distribution network by 25% and revenue by 15% by becoming an exclusive channel partner of Kohler India
- Recruited and Led a **6-member team**, conducting training programs on product and sales every month to enhance efficiency
- **Achieved profitability in <5 months** generating ~₹6 cr in revenue in 15 months by winning 300+ retail and 100+ B2B clients
- Maintained an **80% conversion rate of all in-store visitors** — the highest in Andhra Pradesh for dealers of Kohler
- Improved operational efficiency by **implementing KPI metrics** for **vendor appointed brand consultants**, leading to adoption of the same metrics across 120 Kohler retail stores in India and improved the dealer-companies relationships
- Spearheaded sales and marketing initiatives, creating a **loyalty program for 100+ architects, interior designers, and builders** across 3 cities, driving repeat business and partnerships and expanding geographical scope of business
- Designed **employee incentives, reduced dead stock by 15%**, enhancing customer satisfaction & improving team productivity
- Drove brand visibility and lead generation through **exhibitions and networking events**, increasing store visits and new clients

Head - Digital Initiatives, Sales and Operations | VTC Ceramic Gallery | Visakhapatnam

B2B building materials Wholesaler and distributor with a network of 500+ dealers, serving 10000+ clients over 2.5 decades

- **Led a team of 30** and built relationships with key clients, including the Indian Navy, Government of Andhra Pradesh, and premium hotels like Marriott, Novotel and Sheraton.
- Implemented a **CRM system for 250+ dealers**, improving sales by 20% and expanding dealer network by 30% year-on-year through consistent engagement and optimized credit management
- Optimized inventory and logistics, **reducing stock cycle time by 40% and eliminating product damage** (from 5% to 0%) across key product categories.
- Expanded **online sales from 1% to 5% in 10 months using market aggregators** (IndiaMart, JustDial) and digital marketing tools (Google Business), boosting brand visibility and engagement
- Trained a 15-person sales and marketing team monthly to enhance brand and product awareness, driving revenue growth

Associate Researcher | Boston Consulting Group India | Bengaluru

- Developed a **market positioning strategy** for a European construction firm by **benchmarking 66 companies**, contributing to BCG's knowledge products in the mining services white space
- Transformed a Middle Eastern government's natural resource management by **benchmarking management against 5 countries**, laying the foundation for managing millions of dollars in mining resources
- Co-authored a knowledge product on a Client's mining disaster, analysing the impact in collaboration with Knowledge Team
- Received perfect rating (4+/5) on 100% of research requests from senior partners and case teams, focusing on Industrial goods
- Managed 90% of Metals & Mining research over a quarter (~40% of the Industrial Goods Practice Area's workload in APAC)

Education

BA Economics (Honours) – *Christ University* | Bengaluru

Accomplishments

- Received Distinction in Final semester and Dissertation work

Certifications

Fellow, Perplexity AI
GrowthX Course

Extra-Curriculars

- 10k Marathon Finisher
- Helped 50+ individuals on mental health journeys; 3+ years of mentoring on Soul Up, a peer networking platform
- Co-edited 'BeaKon,' a knowledge-sharing magazine at BCG, which enhanced employee collaboration
- Panelist (1/5 out of 300 students) for Panel Discussion on GST, 2017 at Christ University