



Ashmeet Singh Monga

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Summary

A dynamic, results-oriented business development and sales professional with 5+ years in luxury automotive. Skilled in driving revenue, leading strategic initiatives, managing stakeholders, and enhancing customer experience through data-driven strategies and a customer-first approach.

Professional Experience

General Manager - Sales | Mercedes-Benz Silver Star (Raam Autobahn India Pvt. Ltd.) | Pune.

- Led a **50+ member** sales and support team across 4 outlets serving 20+ cities; increased average monthly new car revenue by **121% (₹14 Cr to ₹31 Cr)** and expanded the dealership's market share in the luxury automobile segment from **16% to 27%**.
- Boosted **top-end vehicle sales by 120%** by implementing a targeted approach for HNI customers and serving as a dedicated Key Account Manager.
- Expanded presence in Tier 2 and Tier 3 markets, increasing upcountry contribution to overall new car sales from **9% to 20%**.
- Designed and executed a go-to-market strategy** for a new product launch across 10+ outlets in 3 states, driving projected annual revenue of **₹14 Cr+**.
- Executed integrated ATL and BTL campaigns, doubling qualified lead generation (~400 to ~700) and improving conversion rates from **3% to 4.5%**.
- Improved Customer Satisfaction Index to **103%**, Net Promoter Score to **107%**, and Purchase Experience Score to **101%** of the national average.
- Established strategic alliances with banking and insurance companies, increasing in-house finance penetration from **28% to 50%** and insurance penetration from **51% to 83%**.
- Piloted the "Retail of the Future" programme** jointly with Mercedes-Benz India for a new retail system in India.
- Built a robust talent pipeline by leading recruitment drives and designing onboarding programs; trained and upskilled **80+** sales professionals, resulting in a **40% reduction in manpower costs** and faster ramp-up time across outlets.

Team Leader - Sales | Mercedes-Benz Silver Star (Raam Autobahn India Pvt. Ltd.) | Pune.

- Surpassed annual sales targets by **128% and 131%** in 2020 and 2021, respectively, and increased team productivity by **60%** during tenure.
- Introduced a lost sales analysis report, increasing the **conversion ratio** from walk-ins from **12% to 19%**.
- Championed a client-first engagement model, increasing referral sales from **15% to 40%**.

Team Leader - Sales | MG Hyderabad (Raam4wheelers LLP.) | Hyderabad.

- Led a team of **9 sales consultants**, achieving an average of 5 bookings per consultant per month and securing the **"Best Performance" Award** in December 2019.
- Trained** over **80** new employees through product knowledge workshops on products and processes.
- Mentored** first-time sales consultants, enabling faster ramp-up through real-time floor training and scenario-based objection handling exercises.

Education

Bachelor of Technology (Civil Engineering) – *Malaviya National Institute of Technology, Jaipur* | India

Accomplishments

- Youngest General Manager of Sales** in the Mercedes-Benz Dealer network at the age of 24 (January 2022).
- National Winner**, Driven to Win Championship – Spain, secured the highest open booking order in India in the Mega Category. (November 2022)
- National Winner**, Star Marvel, Mercedes-Benz Financial Services – Trip to Turkey – Best performance in Mercedes-Benz Financial Services (Q4, 2022)
- Dealership Awards**: Best in MBFS Business (H1, 2022), Best in MBFS Business (H1, 2023), MBFS Partner of the Year (2023), Best in Luxury Experience (H1, 2023), Best in Accessories and Collections Performance (H1, 2023), Highest Advance Assurance (Extended Warranty) Penetration—Mega Category (2023), Highest RV Penetration (Agility Business, Retention)—Mega Category (2023), Overall Business Performance Winner—Mega Category (2023), and Best in Customer Experience (2024).
- Consecutive Employee of the Year**, Mercedes-Benz Silver Star, Pune (2020-2021).

Certifications

Lean Six Sigma, Green Belt programme, KPMG.

Extra-Curriculars

- **Elected** as a core-committee member of the Profile Committee at IIM-Ahmedabad, dynamically vetted and augmented work profiles of colleagues in the cohort.
- **Served as member** of the Healing Foundation NGO (2023-2024), contributing to initiatives of donation drives, stray animal welfare, and community education programs.
- **Vice-captain** of the MNIT chess delegation in 2018, **represented** the college at Inter-NIT Chess Events, **organized** multiple college Chess tournaments, and **achieved** a Chess.com rating of 1800+, ranking among the **top 1%** of players globally.