

Pravin Bingi

B.E. (E&TC)

+91 9967576982

bingi.pravin@gmail.com

<https://in.linkedin.com/in/pravin-bingi-66554918>

Aniruddha Arcade, Plot No 102, Flat No B - 503, Sector 35,
Near HDFC Bank, Kamothe, Navi Mumbai 410209

EXECUTIVE PROFILE

- Market research & analytical professional with 17 years of experience in leading desk-based research & analysis projects, driving industrial insights and providing consultation on business diversification, product improvements, market enhancements & penetration
- Proficient in providing marketing consultation by analyzing current product performance and other Market Intelligence Reports ensuring business growth
- Provided consultation and market insights through presentations & reports
- A strategist and implementer with recognized proficiency in spearheading business to accomplish corporate plans and goals successfully
- Ability to work with a team using good organizational skills and strong team bonding, while being an excellent mentor
- Strong communication and presentation skills with superior analytical thinking and problem-solving skills
- Good command on advanced modeling using excel and proficient Microsoft Word / PowerPoint skills

PERSONAL DETAILS

- **Date of Birth:** 16th September 1982
- **Languages Known:** English, Marathi, Hindi and Telugu

CAREER OBJECTIVE

To obtain a challenging position with an emerging domestic or global conglomerate, that will utilize my 17 years of resourceful experience in market research and consulting for mutual growth and success

KEY SKILLS

- Market Research
- Primary Research
- Secondary Research
- Market & Business Insights
- Competition Intelligence
- SWOT Analysis
- Value Chain Analysis
- PEST Analysis

CAREER TIMELINE

- Jan 2020 - Present
DGM - Regional Operation Projects
DP World, Mumbai
Reporting to: **Sr. Director - Projects**
- Jan 2018 - Dec 2019
Market Research Manager
IDEX India Pvt Ltd, Mumbai
Reporting to: **VP - Marketing & Engineering**
- Jan 2013 - Dec 2017
Senior Consultant
Ipsos Business Consulting, Mumbai
Reporting to: **MD**
- Oct 2017 - Dec 2012
Project Leader
Business Development Bureau, Pune
Reporting to: **MD**
- Jan 2006 - Mar 2007
Design Engineer
Electronica Machine Tools Pvt Ltd, Pune
Reporting to: **GM**

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PROFESSIONAL EXPERIENCE

DGM - Operation Projects

DP World, Mumbai

My Role:

- Monitoring and follow-up with each Business Unit (BU) regards to CAPEX budget
- Monitoring safety related projects at each BU
- Support and develop Operations Risk Registers in all BUs, following Global Standards
- Support the long-term planning of the business units, supporting the development of 5 Years Plans
- Co-ordinating with Global Operations & Engineering Team for various works
- Providing day-to-day support: Preparation of reports, documents, presentation decks, ad-hoc data requests, dashboards, any reports necessary for decision making, proposals, budgets & related activities, etc.
- Preparing of monthly / fortnightly / weekly dashboards for management visibility and review
- Strategic data gathering, market research, competition overview, preparing reports, gleaning insights from the data, making dashboards, pitch decks & presentations
- Co-ordinating and working with HoDs / Cross Functional teams to ensure project deliverables
- Develop effective reporting metrics and tools to assimilate and present business performance reports periodically
- Provide support and assistance in developing and implementing new business strategies. Support research on strategic aspects of existing Businesses and aid New Business entry decisions. Evaluate business strategy and recommend actions as and when necessary
- Providing market intelligence through competitor analysis & market research for internal benchmarking
- Support in preparing and/or delivering presentations, business reports, preparing proposals, budgets, business forecasts, etc.
- Prepare various Business Communication / Industry submissions / Corporate Communication

Market Research Manager

IDEX India Pvt Ltd, Mumbai

My Role:

- Conduct market research, competitor tracking studies & consumer insight studies, value chain analysis
- Collect customer insights, needs, wants, feedback by conducting in-depth discussions with the customers and define value proposition aligned to customer value perception
- Data Analysis to identify market trends, market segmentation and product positioning
- Identify growth opportunities and solution for business problems for multiple IDEX brands across market sectors like **Oil & Gas (Exploration & Production, Refinery, Petrochemical), Chemical, Energy, F&B and Automotive**
- Presenting the growth opportunities and solution for business problems to the management
- Prepare New Product Development (NPD) proposals and get management approval
- Closely working with engineering team for NPD

Projects:

- Market Assessment of Internal Gear Pumps & Hydraulic Metering Pumps - Mapping the application of these pumps in various industries, Competition mapping, customer needs & wants and their expectations, mapping technical specifications of these pumps

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Senior Consultant

Ipsos Business Consulting, Mumbai

Role: Market Research - Front End

My Role:

- Steering the end-to-end execution of research projects including proposal writing, methodology, field coordination, data coding & analysis and report writing
- Managing the design and execution of primary and secondary research, exploratory & applied research, internal data collation, market and competitor analysis to successfully guide and influence marketing decisions
- Meeting clients for gathering requirements, reporting the projects status and incorporating changes, additions and renewals
- Gathering search data through syndicated studies from go-to sources off the internet including research houses, tech sites, academic journals, industry associations, company & government sites
- Performing on-going customer/market research and demographic profiling to identify and capitalize on unmet market needs; providing consultation for new & for the clients to help them enhance the existing product quality and overall product portfolio
- Generating and presenting reports, including strategic recommendations pertaining to market development and technical enhancements to clients
- Delivering the research outcomes in terms of competitor deep dives, trend monitoring, consumer-analyst reviews and hypothesis validation
- Implementing a B2B research project to its completion including client meets, data analysis & report submission

Projects Delivered During My Tenure:

- ✓ Market Entry Strategy for Decorative Paints
- ✓ Market Research Study on Metal Packaging (Tin Can) Industry
- ✓ Market Research Study on Pearl Pigments
- ✓ Value Chain and Lifestyle Analysis of the weavers using Viscose Filament Yarn (VFY)
- ✓ Market Assessment of Baby Cosmetic Products in India
- ✓ Customer Assessment Study for Baby Cosmetic Products
- ✓ Market Research Study on Induction Cook-top and Cook-ware
- ✓ Market Assessment & Customer Perception Study of Luxurious Passenger Cars
- ✓ Tuberculosis Diagnostic Testing Market Study
- ✓ Product Testing Study for a FMCG company
- ✓ Voice of customer study for power plant equipment such as Generators and Generator Circuit Breaker for an overseas client
- ✓ Market Assessment of Cast Iron Products in India
- ✓ Value Chain Analysis - Automotive Lubricants for an overseas client
- ✓ Fuel Management Solutions Market for Fleet in India
- ✓ Stakeholder Assessment Study - Small Commercial Vehicles Rental Mode
- ✓ Profit and Loss Analysis for Tractor Users and Dealers for an overseas client
- ✓ Feasibility study for -school in Kompally (Hyderabad)
- ✓ Market Entry Strategy for Reefer Units in India

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Project Leader

Business Development Bureau (India) Private Limited, Pune

Role: Market Research - Front End

My Role:

- Interacting with various business stakeholders, conducting meetings and presentations to discuss/capture requirements, ideas and findings and documenting and communicating the outcomes
- Day to day involvement with projects, questionnaire design, data analysis, interpretation and development of recommendations, preparation of presentation of findings
- Prepare reports and present results to clients and management

Projects Delivered During My Tenure:

- ✓ Market Research Study on the Pumps used in Thermal & Hydro Power Plants
- ✓ Market Research Study on the API & Non-API pumps used in Oil & Gas Industry
- ✓ Market Research Study on Submersible & Allied Pumps
- ✓ Demand, Supply & Competitor Analysis Study of Diesel & Petrol/Kerosene Engine Pump-sets in India
- ✓ Demand, Supply & Competitor Analysis Study of Gear Boxes used in Wind Power Sector
- ✓ Feasibility study for one of the Indian MEP contractors for Middle East
- ✓ Demand, Supply & Competitor Analysis Study of the Precision Tubes (i.e., ERW & CDW Tubes) which are used in automotive industry
- ✓ Demand, Supply & Competitor Analysis Study of Automotive Glasses
- ✓ Price Benchmarking Study for Commercial Vehicles Genuine Parts
- ✓ Market Entry Strategy for Reefer Units in India
- ✓ Feasibility for opening-up a steel service center in India for a leading steel products manufacturer
- ✓ Customer Satisfaction Study for power plant equipment such as pumps, turbines and boilers for the Indian client
- ✓ Other market research projects executed for various products such as Acrylic Solid Surfaces, PUF Panels, Packaging Machines, Hygienic Pumps, Dry Bushes, Electromagnetic Actuators, Engines used in Off Highway Equipment, CNC & Non-CNC Machines and others

Design Engineer

Electronica Machine Tools Private Limited, Pune

Reporting to: General Manager

My Role:

- Drawing the schematic diagrams, wiring diagrams and hand over them to production department
- ISO documentation
- Generating the BOM and implementing it

I here declare that above mentioned details are true to my knowledge.

Place - Navi Mumbai

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