

Not a 'Cover Letter', this is about 'You' and 'I' And 'Our Promising Future in Decorative Paints'

The decorative segment makes up over 70% of the Indian paint market and It's set to **grow from ₹70,000 crore in 2024 to ₹1,59,000 crore by 2032 at 9.5% CAGR**, after growing at 11.4% over the past 12 years. The market is dominated by a few large organized players holding 80% share, and you are among the oldest and most respected players in this market with decorative segment contributing almost 63% of your revenue.

You are Shalimar Paints since 1902,

- You are not just a paint and coatings provider, but a partner in asset preservation.
- Through in-depth market research and smart R&D investment, you launched 14 new products that now contribute over 20% of total sales—highlighting your strong understanding of evolving consumer needs

Now is the time to get ready for a promising future in decorative paints. With the market more competitive than ever, you need to create a delightful experience at every touchpoint **presenting your consumer-focused products to trendsetters like architects and designers in the most compelling manner, partnering with applicators, and ensuring top-notch service.**

And, this is Suhas Kaviskar, a Paint Technologist and Industrial Engineer.

Overall, 13 years of experience, including 6 years of experience in India's leading paint company.

- At the beginning of career, received "on-the-spot" confirmation during the ribbon-cutting ceremony for opening Pune's first Painter Academy, recognizing my passion for the task at hand. Further, trained 3,000+ painting professionals, driving business development activity. My empathy for painters and their aspirations helped me secure a position in the central CSR. Received opportunity to implement subtle branding strategies.
- In my self-venture, sold high-end textures to niche clients through Architects & Designers and completed key, impactful projects using premium industry products and top-notch service.

I believe there's great potential for us to work together, and I look forward to hearing from you.

Resume

- **Business Development** (Marketing Campaigns)
- **Strategy** (Project Design & Implementation)
- **Customer experiences** (Complaints & SOP Design)
- **Influencer Marketing** (Architect & Interior Designer)
- **Branding** (Marketing Communications)

Asian Paints. Jun 2013 to: May 2019.

Pune & Mumbai. **6 years**

Designation: Colour Academy Technologist

Reporting To: - Executive - Home Solutions (Professional Painting Service) for 1 year.
 - Executive - Colour Academy (Product training campaign - Marketing) for 2.5 years
 - Training and Technical Content Manager - (Marketing) for 1.5 years.

Core	<ul style="list-style-type: none"> - Business Development <ul style="list-style-type: none"> - Product training campaigns to create a positive word-of-mouth. - Prospecting, Lead – qualification and generation, Product feedback to brands - Strategy expansion. Digital advertising campaign.
Products	<ul style="list-style-type: none"> - Decorative Paints, Wall Textures, Wall coverings, Waterproofing, wood coating - Basic Painting course, Upskilling courses of aforementioned product categories.
Client Type	<ul style="list-style-type: none"> - Painting contractors, Head Painters. - Opportunity-driven candidates from a specific socio-economic background
People Worked with	<ul style="list-style-type: none"> - Team - Training associate (2), Admin (1), Painter (1), Intern (2) - Agency & Partners - Labournet, TISS, Fishtree films and design (Ogilvy), E&Y - Cross functional Interaction – Sales (Retail & Project), Brand teams, Services.
Highlights	<ul style="list-style-type: none"> - Received “on-the-spot” confirmation immediately after the ribbon cutting ceremony of the training facility. built within an impressive timeline. - Managed overall training campaigns aligned with the strategic objectives. - Prospected on the ground through road shows, dealer nominations and through mobilization partners. Trained more than 3,000 unique applicators. - Actively involved with the brand team for creating a digital advertising campaign. - Supported the central team in various audits (both internal and external). - Received a role in the central strategy team at the head office

(April 2018 to: May 2019.)

Mumbai. **(1year)**

CSR officer **reporting to** CSR Manager – (Corporate Social Responsibility)

Core	<ul style="list-style-type: none"> - Strategy (Project Design and its Implementation.)
People Worked with	<ul style="list-style-type: none"> - Agencies - That'z it, Samhita, Satv, Orangeradius, Introupe - Partners - Make a wish, HelpAge, WOTR, World Vision, Piramal Swasthya, etc. - Cross functional Interaction - Legal, Accounts, Finance, Company secretariate, Marketing, Corporate Communication, CEO office.
Task performed	<ul style="list-style-type: none"> - Designed projects in alignment with the strategy to achieve high "SROI." - Conducted the screening of implementation partners. - Facilitated MOU signings, handled objections, and managed negotiations. - Designed & Implemented employee volunteering activities for Head office. - Provided support for internal-external communications.
Achievement	<ul style="list-style-type: none"> - Invested around 8 crore of CSR funds aligned with the strategy.

Urban Company. June 2019 to: Nov 2019.

Mumbai. **6 months.**

Trainer **reporting to** Category Head – (Professional Painting Service)

Creating Spaces. Dec 2019 to: May 2022.

Mumbai. **2.5 years.**

Self-employed– (Professional Painting Service)

Core	<ul style="list-style-type: none"> - Customer experiences (Complaints & SOP design.) - Business Development <ul style="list-style-type: none"> - Launch with on-ground activations, digital media campaigns and telesales. - Influencer Marketing
Products	- Decorative Paints, Wall Textures, Wall coverings, Waterproofing, wood coating
Client Type	<ul style="list-style-type: none"> - B2C - Proud homeowners residing in their own property, <ul style="list-style-type: none"> - who value quality and are willing to invest in it. (Hot) - who want the best solution for their house but are unaware of one (Warm) - unaware of how to properly take care of their homes (Cold) - B2C - Aspiring homebuyers are often unaware of solutions for homecare. (Cold) - Architect & Interior Designer, Paint companies for Influencer Marketing
Team	- Supervisor (1), Head Painters (4), partner (1)
Highlights	<ul style="list-style-type: none"> - Designed and delivered 100 hours of delightful customer experience by SOP. - Executed on-ground targeted marketing activations in premium housing societies. - Finished four mid-sized projects within the first three months of the launch. - Ran a successful digital campaign featuring nine different colours during Navratri. - Delivered compelling presentations & provided well-curated collaterals to AIDs - Tracked metrics such as engagement, conversions, and influencer-driven leads. - Decorated the walls of India's top women's handbag brand owner (AID Lead)

Multichem Group. June 2022 to: Dec 2022.

Mumbai. **6 moths**

Marketing & Sales Manager **reporting to** the director

Core	<ul style="list-style-type: none"> - Business Development - Influencer Marketing, Lead Generation & conversion. - Branding (Marketing Communication.)
Products	- Waterproofing, Protective coating
Client Type	<ul style="list-style-type: none"> - Architect & Interior Designer, Real Estate, contracting firms (A listed) - Govt bodies (MMRDA, MSRDC, BMC), Manufacturing facilities (MIDCs)
Achievement	- Coordinated and followed up with MSRDC, Bandra, secured a presentation slot, and delivered it to senior engineers alongside the director.

S. S. Financial Services. Jan 2023 to: Aug 2023.

Mumbai. **9 moths**

Marketing & Sales Manager **reporting to** the director

Task performed	- Outbound telesales, On-ground cold calling, Email Marketing
Learnings	- There are creative ways to collaborate with clients instead of relying solely on aggressive cold calling and excessive follow-ups.

Ammar Agency. Aug 2023 to: Sep 2024.

Mumbai. **1 year**

Business Development (Influencer Marketing, Lead Generation & conversion.)
Marketing & Sales Manager **reporting to** the director

Mumbai.

Task performed	<ul style="list-style-type: none"> - Outbound telesales, On-ground cold calling, and email marketing. - Worked with a software development agency to build the CRM Sales app. - Managed the floor coating application, technical building, Mumbai Coastal Road. - Managed Branding / Marketing communication.
Achievement	<ul style="list-style-type: none"> - Created a company presentation for global management visits of Sika, including Asia-Pacific Head, CEO, CFO, and MD-India, appreciated by all attendees.

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B. Tech in Industrial Engineering

project at Think Gas focused on solving HCV operations using the Vehicle Routing Problem (VRP).

Diploma in Paint Application Technology

Completed internships at Kansai Nerolac and AkzoNobel Car Refinishes.

Career Aspirations: Want to bring value innovation for long term delightful customer journey.

Deeply observe people's emotions and approach them with genuine empathy, it enables to communicate effectively, understand their challenges, and with persistence, able to discover creative ways to address their needs and aspirations.

To know more, please read my story "Happy & Calm", on my LinkedIn - <https://www.linkedin.com/pulse/happy-calm-suhas-kaviskar-rqeaf/>