ANANY CHAUHAN

FOUNDER'S OFFICE | 0 TO 1 OPERATOR | SALES, GROWTH & P&L OWNERSHIP

Built a D2C brand to **₹1.4 Cr** *solo, grew a sales channel from* **1 to 50+ partners** *and helped win a* **₹10 Cr+ order**. *I own outcomes end to end.*

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Venture

Jun'25 - Present — **Sort'D(D2C Electronics Brand)** — **Gurugram**

Founder

0 to 1 Build & Full P&L Ownership

- Launched a D2C brand from zero, owning full P&L and ops, scaling to **₹1.4 Cr revenue** over **5,600 orders** at **₹2,500 AOV**
- For a peak sale window, planned inventory, budget and launch timelines with suppliers, driving **₹3.61L single-day revenue**

Growth Engine & Unit Economics

- Starting at **1,000 followers**, built a CAC/ROAS-tracked funnel with weekly reports, driving **20M reel views** at a **10x ROAS**
- As rising CAC squeezed margins, ran data-led multi-campaign A/B tests on Meta, cutting CAC **46%**, from **₹1,300 to ₹700**

Experience

Jan'26 - Present — **DGCL** — **Gurugram**

Operations Executive (Sales & AUM)

Revenue Ownership & Sales Execution

- Owned sales of all the firm's financial instruments to clients end-to-end, personally managing **₹40L+ in AUM** every month
- Pushed instrument sales across direct clients and the partner network, growing month-on-month AUM by **15%** consistently

Sales Channel Built from Zero

- Started the business partner channel ground-up, scaling it from **1 partner** to **50+ business partners** reporting directly to me
- Managed the **50+** partner network as the firm's main sales engine, each partner sustaining at least **₹20L+ AUM** every month

Jan'24 - Jun'25 — **AVERY DENNISON(B2B)** — **Gurugram**

Marketing & Business Development Executive

End-to-End Program Execution & Key Accounts

- Owned ARAI and ICAT automotive tests end-to-end, tracking timelines and compliance risks, to help win a **₹10 Cr+ order**
- To win competitive tenders, benchmarked ARAI vs ICAT testing costs, finding a **14.62% cost saving** to sharpen bid pricing
- Mapped Delhi NCR market to prioritise **50+ accounts** incl. **₹100Cr+ clients**, running a revival plan for **10 dormant** clients

Process Transformation & Vendor Optimization

- With a stalled national tender process, drove its digitization across teams, lifting bids **20%** and unlocking **₹15L+ new MRR**
- Audited vendor inefficiencies across the supply chain and led a vendor realignment, cutting operating costs by **₹2.5L a year**
- Spotting duplicate ASEAN marketing spend, centralized sourcing via Indian hubs, securing **20% cost savings** in the region

Cross-Functional Stakeholder Management

- Aligned design, marketing and regional teams on one shared brand standard over **6+ markets** in South Asia, ANZ, ASEAN
- Planned and ran the 83rd Indian Roads Congress exhibition, aligning vendors and sales to deliver **500+ leads** at **40%+ ROI**

Education

2025 - Present — **MASTERS' UNION** — **Gurugram**

PGP in Technology & Business Management

- Built a D2C store in MU's Dropshipping Challenge, generating **₹30L revenue in 30 days** and winning the **₹7.5L** cash prize
- As VP, EdTech Club, planned and ran **10+ industry events** with **₹40K+** in prizes, linking **500+ students** to industry leaders
- To close a mentorship gap, founded MU Connect, onboarding **8 experts** for **64% adoption** (211/328) & **136+ watch hours**

2020-2023 — **CHRIST UNIVERSITY** — **Bangalore**

Bachelor of Business Administration (Finance) | **GPA: 3.37/4** | Received '**Outstanding**' in **5** subjects and **A+** in **16** subjects

2018-2020 — **FR. AGNEL SCHOOL, NOIDA** — **Noida**

Class XII (CBSE) 2019 – 2020 | Score: 84% || Class X (CBSE) 2017 – 2018 | Score: **93.33%**

Achievements

Apr'26 — Won the **Highest Views Award** at MU Content Creation Challenge and organically grew Instagram audience to **28M views**

Jan'24 — Secured **2nd** among **30+** teams at **Masters' Union Startup Weekend**, demonstrating entrepreneurial execution capabilities

May'16 — Consistently ranked among top **20/360** students, achieving **90%+** overall academic performance for three consecutive years

Extracurriculars

Feb'21 — Directed theatre workshops for **25+ juniors**, achieving **1st place** at **IIM Indore National Film Festival** with **₹6,000 prizes**

Jan'21 — Organized end-to-end industrial visit for **60** students to **KMF** Nandini Plant Bengaluru as the dedicated Industrial Visit Rep

Jan'21 — Authored data-driven finance insights, engaging **250+** monthly readers, using audience feedback loops to boost engagement

Certifications

Jul'25 — **McKinsey Forward Programme** – Leadership, Problem-Solving & Professional Development | Issued by **McKinsey & Co**

Oct'23 — **PwC Switzerland** Power BI Job Simulation – Data Visualisation, Dashboarding & Business Intelligence | Issued by: **Forage**

Leadership

2021-23 — **CHRIST UNIVERSITY** — **Bangalore**

Core Member – Social Media & Promotion Committee

- Led the committee's content strategy and digital roadmap, driving **50% YoY** follower growth and **50K+ social media views**
- Selected among **top 6 of 350+** candidates, co-managed **10+ fests** with **₹1Cr+** budgets by coordinating cross-functional teams
- Directed **150+ student volunteers** in off-campus campaigns, reaching **5,000+ participants** for the international flagship fest
- To lift low 1st-year turnout, ran targeted awareness and outreach campaigns, growing student turnout **30% YoY (520→676)**

Volunteer

2021 — **SAATH-DO NGO** — **Bangalore**

- Volunteered as English language mentor teaching 15+ underprivileged Kannada-speaking school students, improving literacy

Skills

Business Skills: 0 to 1 execution | P&L ownership | GTM strategy | Channel sales | Cost optimization | Stakeholder mgmt

Tools: Power BI | SPSS | Prompt Engineering | Lovable AI | Figma | Premiere Pro