

MR. VARUN KULHALLI

249 A-1/C3, Anandmai Nivas Sankul, Nagala Park, Kolhapur
+91-8104580229 | Vakuman91@gmail.com

Business Development Manager – Industrial Solutions

PROFESSIONAL SUMMARY

Techno-Commercial Sales & Industrial Marketing Professional with 10+ years of experience driving B2B growth across manufacturing, foundry automation, packaging machinery, oil & gas, and energy sectors. Proven ability to generate revenue growth (20–32%), manage key accounts, and convert complex engineering solutions into compelling value propositions. Experienced in EPC/OEM proposals, automation solutions, ROI-based selling, and client engagement across India and the UK

KEY STRENGTHS

- Techno-Commercial Sales
- Industrial Automation Solutions
- B2B Marketing & Lead Generation
- Key Account Management
- Territory & Channel Development
- Value Engineering & TCO Analysis
- Sand Preparation Systems
- PowerPoint (Technical Sales Decks)
- AI Tools (ChatGPT, Canva AI, CapCut, Grok, Gemini, Napkin)
- LinkedIn B2B Outreach

PROFESSIONAL EXPERIENCE

Arkora (Aditek) – India

2024 - Present

Sales & Marketing Executive: Foundry Automation Solutions

- Supported territory development across major foundry clusters including Kolhapur, Belgaum, Coimbatore, and Ahmedabad through market mapping and targeted outreach.
- Developed value-based sales narratives and TCO models for automation solutions such as core shooters, sand preparation systems, and robotic fettling solutions.
- Enabled leadership teams to evaluate automation investments by clearly presenting productivity gains, manpower optimization, and long-term cost benefits.
- Led trade show participation and targeted lead generation initiatives, improving pre-sales efficiency by 25% through standardized demo and proposal assets.

Ghatge Patil Industries Ltd. (GPIL) – Kolhapur, India

2024 - Concurrent

Business Development & Techno-Commercial Executive

- Managed key industrial and EPC/OEM accounts across oil & gas and energy sectors, contributing to 20% YoY business growth.
- Prepared value-engineered techno-commercial proposals integrating reliability, lifecycle performance, and total cost of ownership (TCO).
- Supported customer decision-making by articulating long-term operational benefits rather than upfront pricing alone.
- Strengthened key accounts including John Deere and BEML through sector mapping, relationship management, and solution-oriented sales engagement.
- Created 50+ technical sales scripts and 10+ interactive showroom videos to enhance client engagement during executive visits.

2018–2020

IMA Hassia Packaging Pvt. Ltd. — (WEST) India

Area Sales Manager

- Managed West India territory for packaging machinery sales, driving 32% revenue growth through new customer acquisition and after-sales expansion.
- Handled strategic accounts including Unilever and Godrej, delivering ROI-based solution presentations and technical demonstrations.
- Improved conversion rates through consultative selling, needs assessment, and customized value propositions.
- Recognized with Star Sales Award (West Region) for exceptional territory performance and client retention.

Additional Experience

- Project Leader – Sustainability Consulting (UK): Energy audits, cost-benefit analysis, leadership-level reporting
- Business Growth Manager – Retail/Franchise (UK): Digital funnels, customer experience, revenue growth
- Visiting Faculty & Corporate Trainer: Professional communication, executive presence, client storytelling

EDUCATION

Post Graduate In Business Administration

2016 - 2018

Indo German Chamber of commerce, Bangalore, India

MSc, Renewable & Sustainable Technologies

2020 - 2022

Northumbria University, Newcastle Upon Tyne, UK

B.E., Mechanical Engineering

2009 - 2013

Gogte Institute of Technology, Belgaum, India

PUBLICATIONS & PRESENTATIONS (SELECTED)

- **Kinetic Energy Recovery Systems (KERS)** — Paper/presentation on energy capture and reuse in vehicular systems.
- **Magnetic Levitation** — Technical overview and application pathways for low-friction transport.
- **Sustainability of High-Speed Rail in India** — Assessment of energy efficiency, carbon savings, and infrastructure trade-offs.
- **Smart Packaging using Polymers for Spoilage Detection** — Material science approach for quality assurance in perishables.

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Marathi (Fluent)
- Kannada (Native)