

CHINTAN KACHHADIYA

MANAGING DIRECTOR



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54, Ramji Temple, Area- Sultanpur 3
Sultanpur- 364470, Tal- Gondal,
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PROFILE

Dynamic and growth-driven business leader with over 12 years of cross-functional experience spanning logistics, technology, finance, and strategic consulting. Starting his career in corporate roles across sales, logistics, and insurance, he has successfully transitioned into an accomplished serial entrepreneur and business strategist. As the founder and driving force behind companies like Chitri Enlargesoft IT Hub Pvt. Ltd., Anlarge Finsverm, Patel Roadlines, and multiple consultancy ventures, he has built a reputation for creating sustainable business models, implementing digital solutions, and scaling operations across diverse sectors.

With a deep understanding of supply chain management, enterprise operations, technology integration, and market strategy, he excels in building businesses from the ground up — from conceptualization to execution. His ventures reflect a unique blend of traditional business acumen and modern innovation, serving clients across logistics, software, financial services, and strategic advisory.

Renowned for his hands-on leadership, ability to manage complex multi-location operations, and sharp market insights, he actively advises startups and SMEs as a business strategy planner, helping them overcome operational challenges, streamline workflows, and expand market reach.

LANGUAGE

- English – Fluent
- Hindi – Fluent
- Gujarati – Native
- Marathi – Fluent
- Tamil – Conversational
- Telugu – Conversational
- Kannada – Conversational
- Odia – Basic
- Punjabi – Conversational
- Bengali – Basic

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CAREER OBJECTIVE

To lead transformative, growth-oriented organizations through strategic leadership, operational excellence, and innovation-driven execution. As a seasoned Managing Director and business strategist with over 12 years of professional experience, I aim to create long-term enterprise value across diverse industries including logistics, technology, finance, consulting, and supply chain operations.

My objective is to build scalable businesses that contribute to both the economy and community by adopting digital-first practices, developing high-performance teams, and creating value-driven solutions. I seek to collaborate with global businesses, government bodies, and private sector partners that share a vision of sustainable growth, technology enablement, and inclusive progress. By combining domain expertise, entrepreneurial agility, and strategic foresight, I endeavor to drive businesses toward market leadership, operational resilience, and social responsibility.

I also aim to mentor startups, uplift MSMEs, and provide consulting expertise that helps enterprises streamline operations, expand their reach, and unlock new revenue streams. My long-term ambition is to be recognized as a thought leader in enterprise growth, logistics evolution, digital transformation, and business model innovation.

PROFESSIONAL OVERVIEW

A highly motivated and visionary business leader with a robust background in logistics management, supply chain systems, fintech services, and technology solutions. My professional journey began in 2012, building hands-on expertise in sales, insurance, and freight operations — which laid the foundation for launching multiple successful companies and advisory firms.

From managing regional logistics and dispatches to founding technology hubs and financial service companies, my career reflects a consistent track record of starting, stabilizing, and scaling enterprises.

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CORE BELIEFS & LEADERSHIP VALUES

- **Innovation-Driven Growth** - Every business must be prepared to evolve with technology. I lead ventures that embrace innovation in software, processes, and service delivery.
- **Team Empowerment** - I believe in flat structures, strong ownership, and agile teams that take accountability and grow with the business.
- **Customer-Centric Philosophy** - Whether it's a logistics client or a tech partner, customer success is at the heart of sustainable operations.
- **Strategic Vision with Operational Discipline** - I combine long-term thinking with on-the-ground control to ensure execution is aligned with strategy.
- **Inclusive Business Building** - I advocate for empowering regional talent, mentoring youth, and building ventures that create jobs and opportunities across India's semi-urban and rural zones.

MAJOR ACHIEVEMENTS (HIGHLIGHTS)

- Successfully transitioned from corporate employee to serial entrepreneur with 3 active, self-sustaining ventures.
- Designed and implemented proprietary ERP systems used by logistics and finance clients across 6+ states.
- Mentored over 20+ startups and MSMEs in areas of process improvement, branding, and digital readiness.
- Helped regional businesses digitize their operations through cloud-based software tools built under Enlargesoft.
- Facilitated financial inclusion by helping 1000+ individuals and small business owners invest wisely via Anlarge Finsverm.
- Scaled logistics operations across Hyd, BLR, MAA & Maharashtra with smart dispatch systems and branch coordination.

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EDUCATIONAL QUALIFICATIONS.

Phd Pursuing

Odisha University of Technology and
Research

2023- Present

international Marketing Management

Pune University

2015- 2015

MBA Marketing

Pune University

Percentage: 58 %

2013- 2015

BBA

Saurashtra University

Percentage: 53.67 %

2010- 2013

HSC

G.S.H.E.B

Percentage: 60.08%

2009- 2010

SSC

G.S.H.E.B

Percentage: 58.57%

2007- 2008

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EXPERIENCE

➤ Chitri Enlargesoft IT Hub Pvt. Ltd. :-

Managing Director

📍 Surat, Gujarat | Jan 2020 – Present

Key Responsibilities & Achievements:

- Founded and scaled an IT company focused on building ERP, CRM, and custom web applications for logistics, retail, and SME clients.
- Successfully deployed 200+ digital solutions for billing, dispatch, warehouse, HR, and inventory systems.
- Led a cross-functional team of developers, testers, and implementation specialists.
- Consulted for logistics firms to digitize dispatch workflows and real-time vehicle tracking.
- Oversaw UI/UX improvements, software security, and API integrations with third-party tools.
- Built a client support and training system that improved post-implementation retention by 40%.
- Contributed to system architecture planning and business analysis for multi-user platforms.
- Worked with local businesses and government contract holders to build customized software solutions.

➤ Anlarge Finsverm :-

Managing Director

📍 Surat, Gujarat | Mar 2021 – Present

Key Responsibilities & Achievements:

- Launched a financial services firm offering investment advisory, tax planning, and MSME finance consulting.
- Helped over 1,000 individuals and businesses plan portfolios, apply for business loans, and understand mutual fund products.

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EXPERIENCE

- Advised on financial documentation and compliance for GeM and NSIC-registered vendors.
- Created investment strategies combining MF, insurance, debt, and equity products for long-term goals.
- Developed a proprietary financial advisory dashboard to track client portfolios and alerts.
- Partnered with NBFCs and lending partners to streamline SME funding channels.
- Conducted financial literacy workshops and 1-on-1 advisory sessions with rural entrepreneurs.

➤ **Patel Roadlines : -**

Managing Director

📍 Surat, Gujarat | Oct 2021 – Present

Key Responsibilities & Achievements:

- Took over and transformed the regional transport business into a professionally run logistics provider.
- Managed end-to-end operations including route planning, fleet tracking, manpower, and vehicle maintenance.
- Implemented tech-enabled dispatch tracking and trip-based billing modules.
- Reduced delivery delays by 35% through route restructuring and driver performance programs.
- Expanded coverage across Gujarat and Maharashtra with optimized route loads.
- Ensured full compliance with GST, eWay Bill, and transport permits.
- Established SOPs for warehouse loading, POD handling, and driver reporting.

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EXPERIENCE

➤ **Rihan Road Carriers : -**

Regional Manager

📍 Jun 2018 –2020 | Gujarat, HYD, BLR, MAA & Maharashtra

Key Responsibilities & Achievements:

- Spearheaded logistics operations across South India and parts of Maharashtra, managing high-volume dispatches and customer accounts.
- Successfully onboarded new clients and maintained long-term partnerships with key business customers
- Oversaw regional fleet operations including vehicle allocation, route optimization, and fuel management.
- Led monthly performance reviews with branch managers and ensured operational targets were met across multiple zones.
- Played a key role in the digital tracking system rollout for real-time monitoring of delivery vehicles.
- Ensured timely collections and maintained cash flow through structured payment follow-ups.
- Trained regional teams on operational SOPs, safety compliance, and CRM tools.

➤ **inland World Logistics Pvt. Ltd. :-**

Marketing Manager

📍 Jul 2016 – Jun 2018 | Gujarat

Key Responsibilities & Achievements:

- Led marketing and sales operations for B2B clients, contributing to a 20% growth in new customer acquisition

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EXPERIENCE

- Managed freight and dispatch planning, maintaining daily and monthly delivery reports with destination and weight breakdown.
- Built strong client relationships and customized logistics solutions to meet varied industry needs.
- Coordinated with operations to ensure timely dispatches and reduce TAT.
- Recovered delayed payments through structured follow-ups and reduced outstanding dues by 30%.
- Initiated route and rate comparisons to enhance cost-efficiency across daily shipments.

➤ **Future Generali India Insurance Ltd.**

Senior Relationship Manager

📍 Jan 2016 – Jul 2016 | Gujarat

Key Responsibilities & Achievements:

- Sold individual and group life insurance policies to potential clients across assigned regions.
- Assisted customers through the claim settlement process and maintained client service satisfaction.
- Entered and managed customer policy data with high accuracy and compliance to audit norms.
- Conducted financial needs analysis and provided appropriate product recommendations.

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EXPERIENCE

➤ Aviva India Life Insurance Ltd.

Senior Relationship Manager

📍 Jan 2015 – Jan 2016 | Gujarat

Key Responsibilities & Achievements:

- Advised clients on suitable life insurance plans through need-based selling techniques.
- Facilitated policy issuance, documentation, and digital entry processes with speed and compliance.
- Built customer trust through claim process support, service calls, and ongoing relationship management.
- Consistently met sales targets and contributed to branch revenue goals.

➤ Shiv Dhara Pvt. Ltd.

Sales Manager

📍 May 2012 – May 2013 | Gujarat

Key Responsibilities & Achievements:

- Managed regional distributor network and ensured smooth order processing and delivery.
- Improved supplier performance by negotiating contract terms and ensuring timely fulfillment.
- Generated new business leads through market visits and follow-up strategies.
- Conducted market research and local brand activation to grow territory visibility.

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SKILL SUMMARY

- Results-driven and multi-skilled professional with over 12 years of progressive experience in logistics, supply chain management, software systems, and financial consulting. Known for building and scaling ventures from scratch with strong focus on operational efficiency, team leadership, digital transformation, and strategic business planning.
- Extensive experience in managing interstate logistics operations, designing ERP/CRM platforms for transport and SMEs, and driving business growth across sectors like freight, IT services, finance, and government consulting. As the Managing Director of multiple companies, I bring a rare combination of hands-on execution and visionary leadership that drives long-term value.
- Adept at streamlining complex systems, training high-performing teams, and developing client-centric solutions. Passionate about ethical business, inclusive leadership, and mentoring startups as a business strategist and academic researcher (PhD).
- An experienced and visionary Managing Director with 12+ years of diverse industry exposure across logistics, technology, finance, government consulting, and academic research. Known for launching and leading multi-sector companies, delivering ERP solutions, advising on government tenders, and mentoring SMEs and startups. Highly organized, strategic, and innovation-focused, with a commitment to ethical business practices and social development.

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OPERATIONAL DUTIES

➤ LOGISTICS & TRANSPORTATION OPERATIONS

- Managing end-to-end transportation operations across multiple zones.
- Overseeing dispatch planning, routing, and delivery scheduling.
- Monitoring real-time fleet movement using GPS and telematics.
- Supervising loading/unloading activities at warehouses and terminals.
- Ensuring vehicle availability, allocation, and maintenance readiness.
- Reducing delivery lead times through optimized route planning.
- Handling interstate logistics and compliance with road transport laws.
- Coordinating with third-party logistics providers (3PLs).
- Designing cost-effective transport solutions for bulk and part-loads.
- Evaluating performance of carriers, vendors, and local agents.
- Ensuring on-time pickups and deliveries with proper documentation.
- Implementing TAT (Turnaround Time) tracking and control measures.
- Managing fuel expenses, toll tracking, and cost reduction strategies.
- Resolving route disputes and breakdown-related emergencies.
- Planning seasonal route shifts for weather-sensitive cargo.
- Coordinating multi-modal logistics operations if applicable.

➤ SUPPLY CHAIN & OPERATIONS STRATEGY

- Creating daily/weekly/monthly shipment and delivery reports.
- Supervising inventory movement and warehouse material flow.
- Analyzing regional delivery trends and optimizing load capacity.
- Aligning logistics with procurement and vendor delivery schedules.
- Implementing supply chain visibility tools through ERP/CRM.
- Maintaining stock records, in-transit inventory, and reorder levels.

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OPERATIONAL DUTIES

- Liaising with production, packaging, and delivery teams
- Tracking returns, reverse logistics, and damaged goods process.
- Forecasting future capacity needs and transport budgeting.
- Conducting supply chain risk analysis for major clients.
- Introducing digital dashboards for real-time operational visibility.

➤ **VENDOR & CLIENT RELATIONSHIP MANAGEMENT**

- Developing and maintaining strong vendor partnerships.
- Finalizing rate contracts with suppliers and logistics partners.
- Ensuring compliance with agreed SLAs and performance terms.
- Negotiating terms of delivery, penalties, and cost escalations.
- Conducting performance reviews of key suppliers and agents.
- Resolving client queries, complaints, and service escalations.
- Regular client meetings to ensure satisfaction and retention.
- Drafting MOUs, agreements, and service proposals.

➤ **TECHNOLOGY & SYSTEMS (ENLARGESOFT IT HUB)**

- Overseeing development and deployment of ERP and CRM tools.
- Supervising cloud-based software implementation for logistics clients.
- Collaborating with development teams on new features and modules.
- Monitoring IT system usage across dispatch and accounting teams.
- Integrating digital tools with inventory and transport systems.
- Automating manual reports through real-time software dashboards.
- Testing and approving new tech features before go-live.
- Conducting user training for clients on Enlargesoft platforms.
- Managing software licenses, upgrades, and data security.

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OPERATIONAL DUTIES

➤ CONSULTING & GOVERNMENT TENDER OPERATIONS

- Assisting SMEs in GeM portal registration and participation.
- Preparing and reviewing tender documents for compliance.
- Advising pricing strategy and technical documentation.
- Managing EMD submission, e-bidding, and reverse auctions.
- Representing clients at pre-bid meetings or clarification sessions.
- Drafting response to government RFQs and RFPs.
- Advising startups and logistics firms on MSME registration benefits.
- Managing digital signatures, company profiles, and GST/NSIC certifications.
- Liaising with government departments for project clarifications.
- Following up on tender outcomes, LOIs, and PO documentation.
- Conducting training on tender compliance and opportunities.
- Supporting onboarding for government logistics contracts.

➤ LEADERSHIP & BUSINESS STRATEGY

- Leading internal operations review meetings and setting KPIs.
- Defining annual targets and departmental performance metrics.
- Supervising inter-branch coordination and cross-location workflows.
- Hiring, onboarding, and mentoring senior managers and executives.
- Defining organizational structure and reporting lines.
- Managing board meetings, investor communications, and stakeholder updates.
- Reviewing cash flow forecasts and profit plans.
- Exploring merger, acquisition, or strategic partnership opportunities.

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OPERATIONAL DUTIES

➤ CSR, HUMAN RIGHTS & SOCIAL IMPACT

- Leading CSR initiatives focused on child education and healthcare.
- Donating to schools, child nutrition programs, and NGO drives.
- Supporting rural education through digital tools and school materials.
- Collaborating with NGOs on social justice and rights-based campaigns.
- Providing local employment through logistics and software hiring.
- Participating in fundraising for underprivileged families.
- Promoting fair labor practices and inclusive hiring.
- Partnering with community development programs and panchayats.
- Enabling digital education tools for government schools.

➤ LEGAL, COMPLIANCE & POLICY

- Ensuring transport operations comply with national and state laws.
- Managing GST, eWay bills, and transport documentation.
- Filing ROC returns, MCA documents, and statutory audits.
- Liaising with consultants on legal cases or tax assessments.
- Ensuring ISO process compliance and audit readiness.
- Reviewing contracts, NDAs, lease agreements, and joint ventures.
- Handling data privacy, IT Act, and cyber law matters for digital systems.

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MARKETING AND SALES EXPERIENCE

- Selling freight and logistics solutions bundled with value-added services, aligned with the company's strategic sales plan.
- Designing and executing B2B marketing strategies to penetrate target markets across logistics, IT, and finance sectors.
- Identifying, nurturing, and converting sales leads into long-term customers using consultative selling methods.
- Preparing detailed client proposals, quotations, and customized logistics or software solutions with strategic pricing inputs.
- Building and sustaining strong customer relationships through regular engagement, client servicing, and feedback loops.
- Negotiating contracts and pricing structures with clients in line with profit margins and competitive benchmarks.
- Overseeing the sales funnel from lead generation to deal closure using CRM and automated tracking systems.
- Monitoring market trends, competitor offerings, and customer demands to shape sales positioning and outreach.
- Developing and maintaining tariff databases with route-wise, weight-wise, and seasonal pricing structures.
- Coordinating implementation of new client projects in collaboration with operations, IT, and finance teams.
- Creating go-to-market strategies for new logistics products, IT platforms, or consulting services.
- Managing multi-channel sales campaigns across digital (social media, email, WhatsApp) and offline networks.
- Representing the company at expos, industry meets, B2B networking events, and government tenders.
- Training junior sales and marketing staff on pitch techniques, product knowledge, and client handling.

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MARKETING AND SALES EXPERIENCE

- Driving upselling and cross-selling strategies within existing client accounts to increase lifetime value.
- Leading regional sales reviews and performance analysis to evaluate revenue KPIs and adjust strategies.
- Planning and executing outreach in tier-2/tier-3 cities to drive market expansion and grassroots visibility.
- Setting up reseller, channel partner, and agent networks in new territories to drive indirect sales.
- Collaborating with digital teams for website SEO, LinkedIn visibility, content marketing, and ad campaigns.
- Creating and managing marketing materials like brochures, corporate profiles, proposal decks, and case studies.
- Managing customer onboarding journeys, demos, and training sessions for IT tools or logistics dashboards.
- Leveraging business analytics to forecast sales pipelines, client behavior, and market opportunities.
- Introducing referral and loyalty programs to incentivize long-term clients and brand promoters.
- Participating in investor presentations and stakeholder meets to communicate market traction and sales progress.
- Directing the overall sales strategy for each business vertical (logistics, IT, finance) to align with growth targets.

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KEY RESPONSIBILITIES

- Ensuring the timely and accurate dispatch of all vehicles from terminals to assigned destinations.
- Handling emergency calls related to vehicle breakdowns, delays, and roadside issues.
- Maintaining daily time logs and trip records for compliance and performance review.
- Strictly adhering to company SOPs, transport policies, and safety standards.
- Providing real-time movement status updates of all vehicles in transit.
- Planning and managing outbound and inbound logistics operations for timely delivery.
- Collecting and comparing transport quotes from vendors for cost efficiency.
- Analyzing end-to-end supply chain processes to identify cost-saving opportunities.
- Calculating complete supply chain costs for budgeting and project feasibility studies.
- Providing drivers with detailed route maps and instructions for accuracy and efficiency.
- Coordinating closely with customers to improve delivery timelines and satisfaction.
- Ensuring accurate product quantity, destination, and timing in every dispatch.
- Organizing induction and job training for new dispatch and warehouse staff.
- Monitoring key call stats like ETA updates, delays, or rerouting support.
- Ensuring compliance with office and field operational policies and audit norms.

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KEY RESPONSIBILITIES

- Verifying proper vehicle documentation (RC, insurance, permit, driver license).
- Supervising driver behavior, fuel logs, and safe driving practices.
- Implementing and monitoring trip sheet tracking for every vehicle.
- Reviewing dispatch schedules against real-time GPS data for optimization.
- Establishing route priorities based on client urgency and distance.
- Coordinating delivery between central warehouse, hub centers, and local agents.
- Managing the loading/unloading process to avoid transit damages.
- Enforcing PPE, safety, and hygiene standards during dispatch handling.
- Identifying delivery bottlenecks and recommending process improvements.
- Working with IT team to digitize dispatch records and automate reports.
- Assisting in route planning for high-risk zones or time-sensitive cargo.
- Collaborating with the HR team on driver shift planning and staffing needs.
- Ensuring the availability of spare vehicles or backup options in emergencies.
- Managing peak-season delivery pressures through pre-dispatch planning.
- Ensuring client delivery documentation (challans, invoices) is signed and returned.
- Updating senior leadership on fleet usage, delivery performance, and cost KPIs.
- Coordinating vehicle maintenance schedules to avoid unscheduled breakdowns.

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KEY RESPONSIBILITIES

- Ensuring full compliance with eWay bill, GST, and interstate transport rules.
- Liaising with RTO, transport offices, or highway authorities when required.
- Building SOP manuals for terminal operations and emergency protocols.
- Handling insurance claims in case of lost/damaged goods in transit.
- Reviewing and approving trip expenses submitted by drivers.
- Maintaining high vehicle availability rates across regional branches.
- Supervising the storage of return goods or rejected shipments.
- Reducing idle time and increasing asset utilization across fleet.
- Resolving inter-branch communication gaps related to dispatch or routing.
- Assisting in layout design for dispatch bays or terminal reorganization.
- Creating periodic reports on delivery accuracy, driver performance, and incident frequency.
- Planning alternate transport methods in case of road closures or weather disruption.
- Supporting digitization of gate pass issuance and vehicle check-out logs.
- Promoting a culture of on-time delivery, customer accountability, and service excellence.
- Managing escalation calls and providing instant resolution for VIP clients.

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