

Job Description (Annexure C)

Manager – Electric Mobility (2 Wheeler & 3 Wheeler) (Contractual)

Description of Task and Deliverables:

1. Set-up and operationalizing of business unit with clear strategy for market entry, product offering and government liaison in areas/locations of operation w.r.t Electric 2 Wheeler / 3 Wheeler.
2. To lead / drive multiple financial strategy, Business strategy, BD and operations, projects to ensure organization alignment and goal delivery.
3. Long-term and mid-term business planning, preparing Business Model etc.
4. Assessing the funds and working capital required, assisting in fund-raising and actively managing working capital with help of finance team.
5. Under the guidance of the MD & CEO ensure that the organization's methods for monitoring and evaluating the effectiveness and impact of strategic initiatives are followed without any deviations and the impact of investments that are applied.
6. To plan, assist and act as an enabler for the top management in designing and evaluating growth plan for the organization.
7. To drive the implementation of Electric Mobility initiatives of CESL, in the sub-domains of Electric 2 Wheeler & Electric 3 Wheeler.
8. To liaise with various state level players for planning and execution of state level e-mobility plans and incentives.
9. To lead the development of related customer communication interfaces, as well as work on building structures for relationships with concerned stakeholders such as OEMs, Financiers, other service providers.
10. To drive internal cross functional teams (SCM, Finance etc) towards effective implementation of such programs, while ensuring compliance with company norms.
11. Ability to perform SWOT analysis and analyze the nuances of the competitive landscape within the pre-determined area of consideration.
12. To develop and ensure timely MIS reports with key metrics, corporate communications and presenting it with analytical view.
13. Any other roles & responsibilities assigned by the management from time to time.