

Mavyn appoints Arun Arora as their Director, Strategy and Communications

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Mavyn, India's leading online digital trucking start-up that provides a reliable and cost effective solution to transportation of goods, expanded its Leadership Team with the appointment of **Arun Arora as Director-Strategy and Communications**. In his role, he will drive Strategy and Communications and will help the company accelerate its next phase of growth.

With over 30 years of industry experience, Arun has worked in diverse sectors like Automobiles, Infrastructure, Airport, Steel, Power, Mining, Hospitality, Oil & Gas and CSR. His expertise lies in the field of Strategy Planning, Marketing Communication, Advocacy, Corporate Affairs, Reputation and Stakeholder Management, Media, Branding, Advertising and Change Management.

Mavyn, which aims to be India's largest AI + Big data based digital truckload platform in India by 2021, has been posting remarkable business growth since its inception. Currently its transportation network covers 30 Districts and 512 routes. It has almost doubled its shipments during the year. It is poised for an exponential growth over the coming few years. By the end of 2021, Mavyn aims to be the largest truckload platform in India with the number of shipments exceeding 10,000 per day. Some of its key customers include Amazon, Flipkart, Urban Ladder, HUL, Britannia, Pepsi, Kelloggs among others.

Speaking on the appointment, **Sachin Haritash, Founder and CEO, Mavyn** said, "We're absolutely thrilled to welcome Arun to the business. It is an exciting time at Mavyn with the past one year having seen us grow exceptionally. With Arun's wealth of experience, we hope to drive the company's strategic-planning and communication processes and transform the firm's insight and strategy capabilities across both new and existing clients."

Arun had earlier led Media & Communication at Vedanta Limited. He had also been associated with and contributed to establishing renowned corporate brands of organizations like Maruti Suzuki, GMR, JSPL, GVK, Cairn Oil & Gas to name a few, as part of the senior management. He is a recipient of various industry Awards including the Power Brand Hall of Fame, Most Dynamic Corporate Communication Professional (2011), Indian PR Icon (2013) and ranked amongst top ten corporate communications and top 100 PR professions in India in 2016.

"I am excited to join **Mavyn** and look forward to build on to the exceptional success it has achieved within a year of its operations. To join them at this transformative stage in their journey is a wonderful opportunity and I'm genuinely excited about what we can achieve together." **said Arun Arora.**

Arun is a dynamic leader and a team player with strong passion and positive attitude. He takes pride in being an obsessed learner and strongly believes in the adage that it is never too late to learn and develop new passions in life.