

## Contact

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## Top Skills

Client Relations

Long-term Customer Relationships

Customer Relationship Management  
(CRM)

## Languages

English

Hindi

# Meraj Ali Choudhari ‘

Sculptures | Spirituality | Stonecraft  
Makrana, Rajasthan, India

## Summary

A professional sportsman turned corporate professional. But the sportsman part always remained. Invested 20 years in the corporate set-up. Interesting industries, challenging roles and an amazing set of leaders and colleagues. Always a team player. Now a part of family business which has been in marble trade since the 17th century. More of a custodian of legacy. Playing the long game.

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## Experience

H.S.Hussain Bux Fazal Ji

Chief Executive Officer

April 2023 - Present (8 months)

Makrana, Rajasthan, India

Messrs H.S. Hussain Bux Fazal Ji was incorporated in 1930. This workshop in Makrana was a dedicated setup for supplying white Makrana marble for the construction of Victoria Memorial (Kolkata, India). But the family lineage can be traced to the 17th century, when Makrana Marble was supplied for the construction of The Taj Mahal (Agra, India)

As the ninth generation of the Choudhari family, the role is more of a custodian of the legacy. Custodian of both men and material i.e. the artisans who excel in the art of sculpting and the special white marble quarries.

Actively engaged in promoting the legacy of Makrana Marble, focusing primarily on seeking avenues to develop alternate usages and develop new markets.

Savills India

Director - Industrial & Logistics

November 2019 - April 2023 (3 years 6 months)

Gurgaon, India

Part of Savills India's Industrial & Logistics team. Responsible for providing advisory, transaction and management services for occupiers, landlords and investors for leasing of industrial properties across North India.

## Mercury Digital Marketing

### Business Head

April 2017 - November 2019 (2 years 8 months)

Jaipur Area, India

Full P&L responsibility for creating business plan and growth strategy. Recruited to give a strategic direction to a digital marketing agency based in a Tier-II location and scale-up.

Successfully carved out a niche (automobile industry) specializing in customized multi-lingual lead-generation campaigns for Volvo Cars, BMW, Isuzu & Mitsubishi for more than 36 dealers spread across 11 States.

## Reliance Model Economic Township

### General Manager - Business Development & Marketing

June 2016 - November 2016 (6 months)

Gurgaon, Haryana, India

Recruited to build brand METL (10,000 Acres Integrated Industrial Enclave at Jhajjar, Haryana), promote the project as a preferred strategic business destination in India/globally and generate revenues for the organization.

As the scale of project demanded a non-transaction based business development approach, focused on building strategic partnerships. Initiated discussions with International Property Consultants (IPCs), Foreign Banks, Industry Experts & Trade Associations.

## Mahindra World City

### Deputy General Manager - Business Development & Marketing

March 2009 - May 2016 (7 years 3 months)

New Delhi Area, India

Responsible for identifying & advising companies to establish/expand their operations at Mahindra World Cities (MWC), generation of top-line & positioning of MWCs as the preferred investment destinations in India.

Organized & participated in industry events, road shows, seminars, conferences at various cities and countries for promoting MWC. Undertook market feasibility studies / research for various business requirements, masterplanning requirements helping develop a healthy product mix. Worked closely with business forums and trade bodies like NASSCOM, CII, FICCI,

TiE, KOTRA, Invest India, UKTI, International Trade Chambers for promoting business & industry trends. Coordinated with IPCs & transaction advisories for generating business.

### Pidilite Industries

Management Trainee & Area Sales Manager

May 2004 - March 2009 (4 years 11 months)

Accountable for the FV Division Sales of ~1.5 Crores p.m. for one of the biggest geographies of Pidilite in India i.e. the State of Rajasthan spanning across 2500+ retail outlets, 39 Distributors (WSS) and 1 C&F Agent.

Identified new potential growth territories, developed these markets by aggressive BTL activities and finally ensured supplies by appointment of new distributors. Streamlined the distribution model of Rajasthan by resolving distributor retailer conflicts. Increase the penetration of paint products in rural belts. Improved range selling of Pidilite products by taking smaller retailers in fold.

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## Education

K.J. Somaiya Institute Of Management Studies and Research

PGPIB, International Business · (2002 - 2004)

University of Rajasthan

Post Graduation Diploma in Banking & Finance, Finance,

General · (2001 - 2002)

Tagore Public School

12th Sandard, Commerce · (1986 - 1998)