

DILIP G. CHAUHAN

ASSISTANT MANAGER / DESIGN LEAD

Packaging Design • Retail POSM • Brand Marcom • Pre-Press Operations

Phone: +91 9726644170 / 7984408359

Email: chauhandilip7@gmail.com

Location: Ahmedabad, Gujarat, India (380022)

Current Org: Astral Limited (Since May 1, 2019)

11+ Years TOTAL EXPERIENCE	7.5 Years ASTRAL LIMITED	15+ Brands PORTFOLIO SCOPE	50,000+ RETAIL OUTLETS	100% LEGAL METROLOGY
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EXECUTIVE PROFILE

Accomplished, technically rigorous Design Lead with **11+ years of total professional experience (11 Years, 3 Months)**, including **7.5 years of continuous leadership at Astral Limited (May 2019 – Present)** managing visual communication, packaging innovation, and brand marketing communications (Marcom) across 15+ market-leading adhesive and building material brands (including Bondtite, Resiquick, Bondset, Solvobond, Truzo, and Resibond). Extensive foundational experience across premier media and publishing organizations including **Diligent Media Corporation, Zee Entertainment Enterprises, and DB Corp Ltd.** Proven track record directing high-visibility 360° national campaigns featuring celebrity brand ambassadors (Ranbir Kapoor for Bondtite, Varun Dhawan for Resiquick), executing comprehensive packaging overhauls conforming strictly to Legal Metrology mandates, and engineering high-impact retail POSM/counter visibility fixtures for 50,000+ counters across India. Adept at steering cross-functional alignment between Marketing, Product R&D, Legal, Purchase, and industrial print converters to deliver print-ready precision, zero-defect execution, and accelerated time-to-market.

CORE COMPETENCIES & TECHNICAL CAPABILITIES

PACKAGING & REGULATORY COMPLIANCE (KRA: 30%)

Structural & Graphic Packaging, Variant Color Systems, Rigid & Flexible Substrates (HDPE, Laminate Pouches, Tinplate, Tubes, Cartridges, Blister Packs), Strict Legal Metrology Compliance, Barcode & Statutory Standards.

360° CAMPAIGN STRATEGY & COLLATERALS (KRA: 15%)

Integrated Campaign Artworks, Celebrity Endorsement Collaterals (Ranbir Kapoor, Varun Dhawan), National Print Media, OOH Billboards, Comprehensive Catalogues, Technical Data Sheets (TDS), Contractor Loyalty Kits.

BRAND GOVERNANCE, DAM & OPERATIONS (KRA: 20%)

Visual Identity Guidelines, Design Hygiene Auditing, SKU-Wise Multi-Tiered Digital Asset Management (DAM), 3D Pack Modeling, High-End Photo Retouching, Press-Proof Verification (Offset, Gravure, Flexo), Pre-Press CTP.

RETAIL POSM & COUNTER VISIBILITY (KRA: 20%)

Point of Sale Materials (POSM), Floor Standing Display Units (FSDUs), Counter Top Display Units (CDUs), Modular Dealer Boards, Shelf Talkers, Danglers, Banners, Showroom Merchandising & Experiential Center Branding.

SPATIAL BRANDING & TRADE EXHIBITIONS (KRA: 15%)

Large-Scale Expo Stall Graphics, Modular Wall Panels, Stage Backdrops, Product Testing Podiums, National Trade Exhibitions (INDIAWOOD, ACETECH, Plastindia), Pan-India Dealer Conclaves & Carpenter Meets.

SOFTWARE & PRODUCTION TECHNOLOGIES

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat Pro DC), CorelDRAW Technical Suite, Pre-Press Color Separation (CMYK, Spot/Pantone), Microsoft Office Suite, Vendor & Job Workflow Management.

PROFESSIONAL EXPERIENCE

ASTRAL LIMITED (Adhesives Division)

Design Lead / Senior Graphic Designer (Marcom) — Targeting Assistant Manager

May 1, 2019 – Present

Ahmedabad, Gujarat (7.5 Years / Continuing till date)

Directing visual strategy, packaging innovation, retail merchandising, national campaigns, and exhibition design across 15+ sub-brands, including Bondtite, Resiquick, Solvobond, Bondset, Resibond, Truzo, and Pestofree.

360° NATIONAL BRAND CAMPAIGNS & MARKETING COLLATERALS (2019 – 2026)

- **"Lakdi Ka Chumbak" National Campaign (2026):** Led creative collateral rollout for Astral Bondtite Wood Adhesives featuring brand ambassador **Ranbir Kapoor**, designing national print ads, OOH hoardings, dealer launch kits, and digital adaptations translating the "magnet for wood" positioning across India.
- **Bondtite 25th Anniversary National Campaign – "Ek dum Tight" (2022):** Spearheaded nationwide celebratory campaign marking 25 years of Bondtite (Republic Day 2022), delivering pan-India newspaper spreads, transit media, dealer meet backdrops, and commemorative trade collaterals.
- **Resiquick Celebrity Campaign Rollouts:** Conceptualized and rolled out retail POSM, counter hanger strips, and blister cards featuring **Varun Dhawan**, driving strong impulse purchase velocity across hardware and stationery channels.
- **Sub-Brand Launch Collaterals:** Built marketing collateral suites (catalogues, technical data booklets, application flyers, and contractor kits) for **Truzo** (wood adhesives), **Bondset** (epoxy putty), **Solvobond** (solvent cements), and **Resibond** (sealants).

PACKAGING INNOVATION, PRE-PRESS & REGULATORY COMPLIANCE (KRA: 30% WEIGHTAGE)

- **Portfolio Packaging Overhaul:** Spearheaded the complete 2025–2026 packaging redesign for core woodworking adhesives (**Bondtite Aqua, Bondtite Hydra+, Bondtite Deluxe**), improving ergonomics, shelf standout, and customer application clarity.
- **Specialty Adhesive Systems:** Designed packaging systems for Bondtite Quick Ultra Glue (twin brush/nozzle applicator), Art & Craft cyanoacrylates, and 5-minute Fast & Clear epoxy syringes and pouches.
- **Legal Metrology Adherence:** Maintained 100% compliance with Legal Metrology (Packaged Commodities) Rules, barcode standards, toxicological warnings, and multi-lingual technical declarations with zero compliance errors.

- **Industrial Pre-Press Execution:** Partnered with Purchase, Packaging R&D, Legal, and industrial print converters to approve press proofs across poly-pouches, HDPE bottles, tinplate cans, aluminum tubes, and blister cards.

RETAIL POSM, COUNTER VISIBILITY & SHOWROOMS (KRA: 20% WEIGHTAGE)

- **Counter Merchandising Engineering:** Designed durable, high-conversion POSM including modular Countertop Display Units (CDUs), Floor Standing Display Units (FSDUs), shelf strips, and wobblers deployed across 50,000+ retail counters.
- **Dealer & Showroom Branding:** Standardized exterior dealer boards, entrance archways, and flagship experience showroom fixtures, reinforcing Astral Adhesives' premium market leadership across hardware, plywood, and sanitaryware networks.

TRADE EXHIBITIONS & SPATIAL BRANDING (KRA: 15% WEIGHTAGE)

- **National Industrial Expos:** Architected large-scale stall graphics, modular display panels, stage backdrops, and live-demonstration zones for premier industrial expos including **INDIAWOOD**, **ACETECH**, and **Plastindia**.
- **Trade Community Engagement:** Developed comprehensive event branding packages for Pan-India Dealer Conferences, Carpenter Meets, and Contractor Loyalty Award Ceremonies.

BRAND GOVERNANCE, DAM & OPERATIONS (KRA: 25% WEIGHTAGE)

- **Brand System Standardization:** Standardized visual identity guidelines across 15+ sub-brands, instituting design hygiene audits to uphold pristine visual integrity across offset, gravure, and flexographic print mediums.
- **Digital Asset Management (DAM):** Architected a centralized, structured asset hierarchy (Category > Brand > Product > SKU > Month/Year), ensuring immediate retrieval and version control for thousands of active production artworks.
- **Studio Retouching & 3D Packs:** Managed the Marcom image bank, producing high-resolution product photograph retouching, color-grading, and realistic 3D packaging mockups for digital marketing, e-commerce, and corporate communications.

DILIGENT MEDIA CORPORATION LTD.

Senior Officer — Sales Support & Graphic Design

01 Apr 2018 – 30 Apr 2019

Ahmedabad, Gujarat (1 Year, 1 Month)

Managed marketing creatives, advertising design, and sales support collateral for DNA (Daily News & Analysis) publication editions.

- Led creative design for client advertisement campaigns, corporate sales pitch decks, and commercial brand integration mockups.
- Collaborated directly with sales leadership to deliver high-impact feature page layouts and promotional print collateral under strict publishing deadlines.

ZEE ENTERTAINMENT ENTERPRISES LIMITED

Officer — Sales Support & Marketing Creatives

01 Aug 2017 – 31 Mar 2018

Ahmedabad, Gujarat (8 Months)

Delivered creative visual assets, sponsor integration pitch decks, and marketing support collaterals across Zee media properties.

- Designed visual presentations, promotional media kits, and customized sponsorship pitch graphics for corporate advertising clients.
- Ensured seamless alignment between media sales teams and brand partners, upholding strict network brand guidelines.

DB CORP LTD. (Dainik Bhaskar Group)

Management Associate — Graphics Designer (Marketing & Ad-Sales)

10 Jul 2015 – 31 Jul 2017

Ahmedabad, Gujarat (2 Years, 1 Month)

Spearheaded editorial magazine design, special edition feature layouts, and commercial advertisements for DNA marketing.

- Directed end-to-end design and layout for published editions: *DNA Smart Homes*, *DNA Invest Smart*, *DNA Wedding Bells*, *DNA Medical Breakthroughs*, *DNA Festivals*, *DNA of Wellness*, and *DNA of Flavours*.
- Conceptualized and produced the published corporate coffee table book "*Roaring Lions On Dragon Land*" for DNA Special Projects.
- Maintained zero-defect pre-press workflows (CTP) and rapid turnaround times under high-pressure daily newspaper press deadlines.

EDUCATION & CREDENTIALS

Bachelor of Science (B.Sc.) in Computer Science

Gujarat Arts and Science College, Gujarat University, Ahmedabad (2014)

Diploma in Computer Engineering

Ganpat University, Kherva, Mehsana | Technical Examination Board (2010)

Secondary School Certificate (SSC)

St. Bosco High School, Ahmedabad | Gujarat Secondary Education Board (2006)

Total Experience: 11+ Years (11 Years, 3 Months)

Astral Tenure: 7.5 Years (May 2019 – Present)

Target Role: Assistant Manager / Design Lead

Languages: English (Proficient), Hindi (Fluent), Gujarati (Native)

Residential: Ahmedabad, Gujarat - 380022

Industry Focus: FMCG, Building Materials, Adhesives, Media