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britannia

Arun Arora

# Mavyn appoints Arun Arora as director, strategy and communications

Arora had earlier led media and communication at Vedanta Limited...

ETBRANDEQUITY • December 03, 2019, 15:00 IST



Arun Arora

Online digital trucking start-up [Mavyn](#), has announced the expansion of its leadership team with the [appointment of Arun Arora](#) as director-strategy and communications.

According to the company, Arora 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.

[Sachin Haritash](#), founder and CEO, Mavyn said, “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.”

The company added that currently Mavyn's transportation network covers 30 districts and 512 routes. It has almost doubled its shipments during the year. 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, it added.

“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," Arora said.

Arora had earlier led media and communication at Vedanta Limited. He had also been associated with and contributed to establishing renowned corporate brands of organisations like Maruti Suzuki, GMR, JSPL, GVK, Cairn Oil & Gas to name a few, as part of the senior management.

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