

DEEPAK CHANDRA BOHIDAR

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*In quest of assignments in **Branding and Promotional activities** & Pre-Sales with a high growth oriented organization of repute & in turn help in meeting business goals.*

PROFESSIONAL SNAPSHOT

An accomplished professional with **over 12 years of cross-functional/domain experience** in **Construction industry**.

Working experience in a ERP driven environment with **2 years of experience in LRMC** as an end user.

Master in Business Administration in Marketing(Major) experience in Sales Domain, Business Analysis and Team Management. Distinction of having a diverse exposure to various industries namely automotive, construction and manufacturing industry. Experience in handling key customers like Brigade group, Sobha developers, Shimizu Corp, SMCC as well as various public sector undertaking.

Demonstrated abilities in gathering and interpreting market information and thereby executing business plans for augmenting business and promoting brand for business excellence. An effective communicator with excellent relationship building & problem solving ability.

SKILL SET

Branding: Analysing the reach of the brand & identification of present gaps which can be addressed with the help of new & improved promotional activities implementation. Understanding the bottlenecks to increase the efficiency & effectiveness of the future system.

Sales & Marketing: Understanding customer insights, market trends, monitoring competitor activity and devising counter measures. Preparation of monthly, quarterly and annual forecasting & budgeting plan.

Marketing Communication : Design marketing collaterals with Adobe Design Suite considering the requirement of the product and concept.

ORGANIZATIONAL EXPERIENCE

***Impact Floors India Pvt. Ltd. as Manager- South Region
July, 2021-***

Function- Marketing & Sales

Key Responsibilities:

- Meeting with Warehousing developers and contractors for projects.
- Develop and maintain relationships with Major Architect, Consultants, Contractors
- Taking care of revenue generation from the assigned region.
- Product and System specification in projects through consultants.
- Creating new client base alongwith existing client retention.
- Mapping the market to provide information to the management regarding current trends , projects and competitor's activity.
- Collecting information on competitor's activity in the region.
- Participating in various exhibitions related to warehousing and logistics.

***Aerolam Insulations Pvt. Ltd. as ASM- Karnataka
March, 2019-September, 2020***

Function- Marketing & Sales

Key Responsibilities:

- Meeting with PEBs, HVAC Contractors and Industrial clients.
- Develop and maintain relationships with Major Architect, Consultants, Contractors
- Taking care of revenue generation from the assigned region.
- Creating new client base alongwith existing client retention.
- Mapping the market to provide information to the management regarding current trends , projects and competitor's activity.
- Developing dealers and channel partners in the assigned region.

***AKS Build Systems as Head-Marketing (South)
April, 2017-February, 2019***

Function- Marketing & Sales

Key Responsibilities:

- Work on behalf of the company to prepare and implement the company's Marketing and Business Development Plan and strategy for meeting business goals for Southern region.
- Develop and train a team of sales personnel to help with the business expansion.
- Taking care of revenue generation through project sales.
- Meeting Architects, Consultants and specifiers and getting the products/systems approved.
- Mapping the market to provide information to the management regarding current trends , projects and competitor's activity.
- Taking care of promotional activities for the assigned territory.
- Developing and maintaining client base in the market.

***Impact Floors India Pvt. Ltd., Bangalore as Manager
May, 2014-December, 2016***

(A leading company in the field of Flooring)

Function: Marketing & Sales

Key Responsibilities:

- Collaborate with company management to prepare and implement the company's Marketing and Business Development Plan and strategy for meeting business goals
- Develop new and maintain existing customer relationships
- Seek customers in company target markets through research and direct contact with potential customers
- Generate project/business opportunities and RFP's through customer contact to meet company's business plans and growth strategies
- Drive the sales process from inquiry/RFP coordination through "Closing the Deal"

- Develop and maintain relationships with Major Architect, Consultants, Contractors and Process Technology Providers
- Track and report current status of potential projects, markets, Customer news, and developments
- Lead the development and preparation of RFP's, Pre-Qualification, formal presentations
- Ensure all communication with customers are in accordance with our standards and correct in content and format.
- Solicit customer feedback through the project proposal and execution phases
- Maintain customer/potential customer contact lists
- Organising Customer meets in regular intervals to update about product innovation.
- Preparing and making presentations before the clients.
- Promoting and specifying products through consultants and architects.

***Lafarge Aggregates & Concrete India Pvt. Ltd., Bangalore as Officer- Marketing
Apr,2012- Apr, 2014***

(A leading company in the field of Ready mix Concrete)

Function: Sales & Marketing

Key Responsibilities:

- Develop new prospects and maintaining existing clientele.
- Promoting Value Added Products.
- Develop and Maintain relationship with Builders, Contractors, Consultants.
- Giving updates on competitors activities and preparing monthly reports.
- Calculating and Maintaining the MOMD for every product.
- Customer meets for introducing Value Added products.
- Promotion of special products in concrete.
- Participation in exhibitions such as Acetech, ICI.

***Specific Glass Mosaic India , Bangalore as Executive- Marketing
Oct,2010- Mar, 2012***

Function: Sales & Marketing

Key Responsibilities:

- Meeting with Architects and Builders and presenting the products range.
- Getting enquiries and closing the deals.
- Supporting Channel partners i.e dealers in given territories.
- Maintaining stock availability at dealer's place.

Function: Sales & Marketing

Key Responsibilities:

- Meeting with Architects and Builders and presenting the products range.
- Getting enquiries and closing the deals.
- Supporting Channel partners i.e dealers in given territories.
- Maintaining stock availability at dealer's place.

Significant Contributions & achievements:

- ❖ Success Story published in Lafarge's internal circular for best promotion and execution of special product.
- ❖ Worked as a liaison between end clients and internal technical teams to facilitate solution provider depending on the need of the market.
- ❖ Exposure to diverse market segments & experience in handling key accounts across all sectors.

COMPUTER PROFICIENCY

Operating System: Windows Family.

- ❖ Well conversant with various tools like MS-Word, MS-Excel, MS-Powerpoint in 2003 & 2007 version.
- ❖ **Adobe Design Suite** Adobe Photoshop, Illustrator and Indesign.

ERP: **LRMC**

SCHOLASTICS

- 2016 Diploma in Corporate Communication** from Image, Bangalore
- 2009 Master in Business Administration** in Marketing & HR from Kohinoor Business School with 5.5 CGPA.
- 2006 Bachelor in Business Administration** from Sambalpur University, Orissa with 58% marks.
- 2003 Higher Secondary** in Commerce from Council of Higher Secondary Education, Orissa with 45% marks.
- 2001 High School Certification** from Board of Secondary Education, Orissa with 55% marks.

Hobbies & Interests :

- ❖ An avid cyclist.
- ❖ Writing blogs and posting vlogs on various social media platforms.
- ❖ Plays flute in leisure time.
- ❖ Like to play all kind of outdoor sports.

PERSONAL DOSSIER

Date of Birth: 2nd September, 1985
Languages Known: English, Hindi & Oriya
Address: F-3, TCS Apartment, 13th Cross, 2nd Main, Near CBI Road, Ganganagar
Bangalore-560024

DECLARATION

I do hereby declare that all the information furnished by me are true to the best of my knowledge.

Deepak Chandra Bohidar

Sharing Success Story

Ready- Mix Concrete

10th June 2013, Location: Devanahalli, Bangalore



LEARN. SHARE. TRANSFORM. ACHIEVE

Mega Steel Fiber Concrete - A Case Study

Contact person: Deepak Bohidar- 96633 14614

Description of Success Story:

- Nandi Pavillion is an upcoming residential layout project at the base of Nandi hills. While doing the market mapping the potential of residential plot development segment was found. The Devanahalli area has a good number of upcoming residential layout development projects.
- During the first visit the Lafarge personnel noticed that conventional RCC had been planned for the internal road work and proposed Mega Steel Fiber Concrete for the same application.
- After knowing about the product the contractor asked Lafarge team to be in touch with the client as they were the main decision makers.
- The plant sales manager with the help of VAP Specialist from Bangalore met the client and proposed Mega Steel Fiber Concrete as the complete solution for the road work.
- As the client was not aware of the product he refused to use it initially. Lafarge team supported the proposal with proper structural design and got the final approval from the client's technical team.
- Considering the size of the project Lafarge personnel supervised the execution work which was a value addition service to the customer.
- The solution offered by the Lafarge team helped the client in reducing their time and labor requirement. Additionally it proved to be economical as it reduced their overall construction cost compared to the conventional system. **(over all saving of around 12% per sqm)**

Learnings / Take aways:

1. **Market Mapping** :Mapping of customers helped in acquiring new customers
2. Active support from every level of Lafarge team resulted in successful completion of order and established our image as a **complete solution provider**.
3. It was a time consuming process to understand the client's requirement and required **continuous follow up** from the Lafarge team to convince them.
4. The total concrete supplied to the project was **850 CUM** with **IMOMD** of Rs.303/-
5. It's a **new application** for promoting Mega Steel Fiber Concrete in the **residential layout market**. The completed project is used for customer referencing and is generating new enquiries.



Devanahalli Plant team with Sadanand Edavi(Center), Deepak Bohidar(Center Left), Subramanian A.(Center Right)



Site work in progress

Message from Frederic Guimbal, Managing Director- Ready-Mix Concrete, Lafarge India

"I am very proud of what the team in Devanahalli has achieved. This is exactly what our approach to the market should be: Understand customer needs and propose the right solution. Well done and keep up the good work!"



Please mail your entries to: indranil.banerjee@in.lafarge.com or zarin.darashaw@in.lafarge.com

