**Name – Ankit Kochhar**

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**MARKETING AND BUSINESS PROFESSIONAL**

**Sales  Research  Client Servicing  Data Analytics**



**PROFILE AND STRENGTHS**

**Backed by academic credentials: *PGDM-Marketing and Bachelor in Management Studies* targeting assignments in Business Development and Sales in the building materials industry. Currently working with *Nitco Ltd. as Assistant Area Manager-Sales* andpossess zeal to make a mark in the Industry and to further company’s objectives and goals within timelines.**

* A distinguished career with experience in managing ***Sales & Channel Management, Business Development*, *Research, Client servicing,*** ***Team management, Quality control measures, Data tracking & Data analysis of Team.***
* Possessing business acumen in analyzing and understanding business requirements, customer-value maximization and developing new business processes.
* Excellent Relationship Management skills, articulate and possessing the ability to conceive profitable and efficient solutions utilizing technology.

**CORE COMPETENCIES**

***Marketing  Market Analysis/ Research  Product Promotion/ Brand Building  Networking & Relationship Building  Business Development  MIS ***



**PROFESSIONAL GLIMPSE**

**NITCO LTD. – Assistant Area Manager - Sales** June 2014 to till date

* Currently handling the Mumbai Western Territory in Nitco ltd.
* Worked on research projects as part of the training process which involved meeting various distributors and visiting different territories across India.
* Achieving sales & collection targets and providing Customer service.
* Mapping the network of dealers, sub-dealers, builders and architects.
* Managing the coordination between the various functional and operational departments.
* Ensuring in-shop merchandising and improve visibility and branding by proper sampling at Dealer / Architect outlets.
* Keeping tab on competition pricing, new product launch and promotional activities and giving feedback about trends in the market and competition market share.
* Efficiently ensuring customer centric operations and identifying areas for improving and enhancing customer experience.
* Identifying new avenues for increasing sales and developing business for the organization.

**CRISIL LTD - Data Associate** August 2010 - August 2012

* Worked as a Data Associate in the Data Assurance team in GAC Department of Crisil Ltd.
* Ensured the quality of the data flowing to Standard & Poors for ratings process met the required standards.
* Prepared MIS reports and presentations for communicating process efficiency and progress to clients.
* Coordinated with the Operations team to ensure the data was delivered on an accurate and timely basis.
* Coordinated with onshore clients for implementing new policies and practices as required by business and giving them timely updates about the process.
* Handling queries and managing relationship with internal and external clients for smooth flow of operations.

**INTERNSHIPS / ACADEMIC PROJECTS**

1. Organization: Booker India Pvt. Ltd. April 2013 - June 2013

Customer Experience at Booker Wholesale (Goregaon Store) with Special Reference to Happy Shopper Products at Booker India Pvt. Ltd.

1. Organization: AdoRoi August 2013

Analysis of Mahindra and Mahindra in order to gain insights which would help in development of a sales pitch for the company by AdoRoi.

1. Title: Understanding Shah Rukh Khan as a Brand September 2013

Undertook a brand concept mapping exercise to understand the attributes associated with the brand ‘Shah Rukh Khan’

**ACHIEVEMENTS**

* Achieved 101% target in the first month in Retail Sales in Nitco totaling to Rs 90.44 Lacs.
* Constantly ranked among top 3 target achievers in the Mumbai region in Nitco Ltd.
* Awarded Top Zonal Performer- Wall Category (West Zone) for achieving highest volume sales during FY 15 in Nitco Ltd.
* Awarded Quarterly Performance Award for exemplary performance during the period January to March 2011 and January to March 2012 in Crisil Ltd.
* Awarded Numero Uno for demonstrating excellence in teamwork and contributing to overall success of the team during the period July to September 2010 and July to September 2011 in Crisil Ltd.
* Successful initiation of I-Connect Sessions in Crisil Ltd.



**EDUCATIONAL CREDENTIALS**

**PGDM Marketing –** Chetana’s Institute of Management & Research ( 2012 -2014)

**Bachelor of Management Studies –** Bhavans College – Mumbai (2007 – 2010)

**Class 12th –** Bhavans College (2005 – 2007)

**Class 10th –** N.L. Dalmia High School (2005)



**COMPUTER PROFICIENCY**

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| **Office Packages** | *MS Office Word, Excel and PowerPoint* |
| **Operating Systems** | *MS Windows XP/Vista and 7/8* |



**PERSONAL DOSSIER**

**Date of Birth:** 14th June, 1989

**Marital Status:** Single

**Nationality:** Indian