**VASANT K PRAJAPATI**

P-203, Shyaam Hills, Nr. GST crossing Road, B/H Savan banglows, New Ranip, Ahmedbabad

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**To grow and evolve into a true Professional in the domain of Sales & Marketing / Channel Management / Business Development with multifaceted skills and to be an invaluable asset for the organization.**

**SYNOPSIS**

* A skilled professional with **over** **14 year**s of experience in **Channel Sales and marketing** with excellent ability to manage people and deliver results under pressure.
* Currently associated with **Exide Industries Ltd as Regional Head- Business Activation, Gujarat.**
* Significant exposure in **Channel Management, Business development and Brand Launch / Promotions.**

**CORE COMPETENCIES**

**Sales & Marketing**

**Brand Launch / Brand Promotion**

**Channel Management**

**Team Management**

* Implementing marketing strategies to build consumer preference and

driving sales volumes through appropriated channels.

* Prepare strategies and implementing the same in market along with

sales team to launch new brand/product successfully.

* Networking with channel partners, developing the distribution channel,

resulting in deeper market penetration and reach.

* Sustaining the existing network & effectively managing the supply

chain, ensuring timely and cost-effective delivery of products.

* Evolving market segmentation & penetration strategies to achieve

targets.

* Managing team effectively and efficiently to get the desired results for

the company

**CAREER** **CONTOUR**

**Since Aug’20 Exide Industries Ltd, Ahmedabad Regional Head- Business Activation**

**Key Responsibilities:**

* **Primary Sales -** Responsible for overall sales target of ASEs/AMs, guiding and giving direction to them to achieve the desired volume and value from both primary as well as secondary channels. Bifurcating targets in to weekly and chasing them to achieve by month end.
* **Team handling-** Work closely with ASEs and AMs to ensure desired results as per management delivered both in input and Output.
* **Secondary sales Planning-** Guiding and directing them to prepare route plan dealer wise and Sub dealer wise taking in to account A/B/C classification and monitoring them on daily basis.
* **Expansion & Extraction-** Drive ASEs/Dealers/Distributors to expand our network and extract more from current partners which in turn increase our sales.
* **Marketing Activity-** Drive team and motivate them to do regularly marketing activity in terms of Mechanic meets, Residential campaign, Tractor meet/3wh meet/ERK meet as per specific area and potential markets.
* **Secondary Scheme-** Planning secondary scheme for sub dealer and executing it in the market more effectively so that all sub dealers will gain confidence in brand.

**April’19 to July’20 Exide Industries Ltd, Baroda (Gujarat) Area Manager**

***Handled Baroda and Mehsana both branches in Exide Industries LTD from April’2019-July’2020***

**Key Responsibilities:**

* **Sales Achievement-** Primary Responsible for Volumes, Value and Gross Margin from assigned territory.
* **Team handling-** Handling Team of 5 sales & 2 service employees & drive them to achieve targets and market share.
* **Channel Management-** Networking with channel partners, developing the distribution channel, resulting in deeper market penetration and reach.
* Taking care of dealers and Sub dealers of assign territory and make them grow to get more market share. Generated 56 cr business per year.
* **Inventory management** and control
* Responsible for Planning & executing marketing and sales promotion schemes from time to time as per the requirement of the company.

**April’16 to March’19 Exide Industries Ltd, Mehsana (Gujarat) Area Manager**

***Handled 5 districts of North Gujarat in Exide Industries LTD from April’2016-March’2019***

* **Sales Achievement-** Primary Responsible for Volumes, Value and Gross Margin from assigned territory.
* **New product launch-** Launch **DYNEX** brand in north Gujarat market in 2016. Appointed 3 distributors and generating good numbers to cater new market and gain market share.
* **Expansion & Penetration –** Being a Low market share area, main focus was to penetrate in each and every corner of the territory and appoint Dealers/Sub dealers.
* **Channel Management-** Managing current dealers and appointing new dealers without disturbing the current channel partner.
* **Team handling-** Handling Team of 3 sales & 1 service employees & drive them to achieve targets and market share.
* **Inventory management** and control

**Notable achievements:**

* Awarded with **“YOU DID IT”** for best performance in Q1 of 2017-18 & in Q4 of 2018-19
* Awarded with **“YOU DID IT”** for best performance in Q4 of 2018-19 in Car Special bonus with 21%Goly
* Recognized as a **Highest Growing Branch** in Ahmedabad Region in 2016-17 and attended Dealers conference at Amsterdam in August’17.

**July’14 to March’16 Exide Industries Ltd, Ahmedabad (Gujarat) Business Development Manager**

***Handled 9 districts (Ahmedabad, Gandhinagar, Surendranagr, Kheda & North Gujarat in Exide Industries LTD from July’14-March’2016***

* **Business Development-** Taking care of Business Development Channel which majorly consists of medium and smaller pockets and get business from them.
* **Sales Achievement-** Primary Responsible for Volumes, Value and Gross Margin from assigned territory.
* **Expansion & Penetration –** main focus was to penetrate in each and every corner of the territory and appoint Dealers/Sub dealers.
* **Team handling-** Handling Team of 5 sales employees & drive them to achieve targets and market share in various locations of the assign territory

**July’12 to June’14 Greenlam Industries Ltd (Formerly Greenply Ind Ltd), Ahmedabad as ASM**

**Key Responsibilities:**

* **Handling Team of 3** employees & drive them to achieve targets.
* Meeting with **Distributors & dealers, architect, builders** for primary and secondary sales
* **Driving primary and secondary sale** by self and through team.
* Taking care of 12 **distributors** 120 **key dealers** of territory and generated 15 cr of business per year.

**Highlights:**

* Initiated and managed qualified pipeline of coming on-board through effective territory management
* Expanded channel business by sourcing new partners and maintained efficient business relationships with existing partners to enhance profitability

**Oct’10 to June’12 Akzonobel India Ltd, Surat as Sr. Sales Officer**

**Key Responsibilities:**

* Channel Management & Expansion- to gain market share.
* Handling one of the Huge Territory of Surat in terms of Dealer Network.
* Demand Generation – Through dealer meets, painter meets and contractor meets for the new product launch and for changes in existing products.
* Dealer Engagement through PPI (Product Penetration Index).
* Designing various promotional schemes and strategies for the weak counters and low market share towns.

**Highlights:**

* **Regional club winner** in the contest of a product DSS in the month of Sep’11.

**May’06 to Nov’09 Asian Paints Ltd, Ahmedabad as Sr. Sales Officer**

**Key Responsibilities:**

* Channel Management & Expansion- to gain market share.
* Handling existing dealer network and expand it by gaining competitors market share by crackers strong counters.
* Organizing various kinds of dealer meets, painter meets and contractor meets for the new product launch and for changes in existing products.
* Designing various promotional schemes and strategies for the weak counters and low market share towns.

**Highlights:**

* **Regional winner** in the contest of a product Tractor Emulsion in the month of April’07.
* Achieved highest growth in last 5 years in Anand Territory in year 07-08. It was **28%.**
* Highest CEI (Collection Efficiency Index) 93% in year 2008 in Bhuj territory in last 3 years.

**ACADEMIA**

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| --- | --- | --- | --- | --- |
| Qualification | Institute | University / Board | Year of Passing | Percentage |
| MBA | SK Patel Institute of Management & Computer Studies | Gujarat University | 2006 | 62% |
| BBA | Chimanbhai Patel Institute of Business Administration | Gujarat University | 2004 | 76% |
| H.S.C. | KN high school, Balasinor | Gujarat Secondary Education Board | 2001 | 77% |
| S.S.C. | KN high school, Balasinor | Gujarat Secondary Education Board | 1999 | 79% |

**PERSONAL DOSSIER**

Date of Birth : 26th October, 1983

Linguistic Ability : Gujarati, Hindi & English

SEX : Male

Marital Status : Married

Vasant K Prajapati

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