

Vinamra Mundra

M.B.A. (Marketing); B.Tech. (Textile Technology)

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Total Industry Experience – 9 yrs. 05 months

➤ **Tata Steel Ltd; Ahmedabad** | Business Development Manager (Channel Sales) – New Material Business | Sept'21 – present

- Business planning and execution for PVC range of products in plumbing and building materials industry – cPVC, uPVC, SWR, Agri pipes and fittings
- Identification of business partners and customer acquisition by developing business proposals and onboarding with long term association
- Handling trade channel of 30 distributors across 18 states with team of 12 ASM and 48 sales coordinators.
- Creating marketing channel by deploying sales force and achieving revenue targets
- Conducting marketing activities by organising influencer meets and creating product & brand awareness.

➤ **Arvind Ltd; Ahmedabad** | Marketing Manager (Channel Sales) | Fabric Division | May'15 – Aug'21 | 6 yrs. 04 months

- Handling channel sales for 50+ distributors pan India touching more than 10,000 retails POS for fabric sales
- Forecasting demand and planning revenue targets for the chosen product category
- Supply chain development for the new initiatives in women's fashion – developing new vendors and planning production
- Travelling pan India for new product placement across retail creating awareness and brand visibility

➤ **Damodar Industries Ltd; Mumbai** | Marketing Representative | Thread Division | Jun'11 – Aug'12 | 1 yr. 03 months

- Field sales (Mumbai and Ahmedabad) for fancy yarn threads
- Monthly sales planning and daily dispatch execution.
- Product development by following up with fabric designers and marketing consultants for our product
- Technical complaint handling and after sales service

Education:

MBA – Marketing (2013 -15)

Institute of Management,
Nirma University,
Ahmedabad

Bachelors of Textile Technology (2006 - 10)

D.K.T.E.'s Textile & Engineering Institute,
Shivaji University,
Kolhapur

Skills:

Channel Sales
Product Management
Client Relationship
Team Handling
Market Research
Data Analysis
Reconciliation of Accounts
Payments Collection

Academic – Achievements and Awards:

- CAT – 93.90 percentile (2012)
- GATE – All India Rank 15 (Textile Fibre Science) (2012)
- XII – 92.17% (2006) X – 85.73% (2004)
- Ranked '**University Merit Rank - 01**' in B.Text from Shivaji University. (2006-2010)
- Received '**Best Student**' award 2010 from *M/s. Precitex Cots and Aprons, India*.
- Received awards from '**Voltas India, Spintex, Amravati Garments, Naval Tibrewala, and Late Sadashiv Bhide**' for achievements in Bachelors of Textiles (2010). Received '**Dr. Ajgaonkar award**' for achievements in Bachelors of Textiles (2010).

Publications:

- A review article *"Yarn Quality Requirements for High-Speed Weaving"* in Dye Chem Pharma Business News, Issue Nov. 2013.
 - A review article *"Value Addition in Spinning Industry"* in Textile Review, Issue March 2013.
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Elected Role:

- Student Co-ordinator of the '*Media and PR Cell*' at Institute of Management, Nirma University (2013-2015)
 - Column writing for the student's section about university updates for newspapers like Dainik Bhaskar, Gujarat Samachar, Sandesh.
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Event Management:

- Organizer member of *"COTTON USA 2014"* – a seminar session by *Cotton Council International* at Bengaluru. Participated by top professionals from textile and related industry - manufacturers, suppliers, and customers.
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Extra-Curricular:

- Participated as 'Editor-Operations at *CXO Round Table Conference* held by LASSIB Society Ahmedabad Chapter. (2014)
 - **Sports** – Member of Cricket, Football team at Nirma University and Zonal & Inter-zonal Cricket at Shivaji University.
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Personal Details:

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| • DOB | – | 06 th August 1989 |
| • Marital Status | – | Married |
| • Languages | – | Hindi, English, Marathi, Gujarati |
| • Present Residence | – | Ahmedabad, Gujarat |
| • Permanent Residence | – | Ichalkaranji, Dist. Kolhapur, Maharashtra |
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