

## **SUSHIL LAVANIA**

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### **Profile Summary**

- ⇒ A result oriented Sales and Business development professional approximately 18 years' experience in Strategic Planning, Business Development, Sales and Marketing, Client Relationship Management, Key Account Management & Team Management.
- ⇒ Have work experience of more than 10 years in the domain of IT/ICT Infra of Safe & Smart City (ICCC, Data Center, and Networking), Security & Surveillance System, Intelligent Traffic Management System, ATCS and OFC Backbone Network.
- ⇒ Proficient in developing relationship with key decision-makers of State Government Department of Science & Technology, Gujarat Informatics Ltd, Home and Police Department, City Municipal Corporations, Gujarat SeMT, Common Service Centre, Punjab DoGR, Haryana SeMT, PMIDC and etc.
- ⇒ Tendering, Bid Management & Vendor Management – Prepared RFPs & Bid Responses, Drafted Pre-Bid MOUs, managed off-line & online tendering, negotiated with vendors for price and product quality.
- ⇒ Skilled in handling Marketing & Sales co-ordination functions for efficient project delivery including submitting & following up of Bank Guarantees, LCs, Security Deposit, and EMD.

### **Professional Details**

**Working with Madras Security Printers Pvt. Ltd (MSP)** as Senior Consultant, RM North (27<sup>th</sup> July 2020 to till date) remotely working from Ahmedabad & Agra.

Working on Smart City, Safe City, Surveillance System Business, QR Code Track & Trace system for North and West India.

### **Key Achievements**

- ☞ Won the Tender “Punjab Excise QR code based Track & Trace System for the supply of Liquor” of project value INR 85 Cr.
- ☞ Declared L2 in Bhagalpur Smart City, Bihar.
- ☞ Participated in the Tender of Indore ITMS, Punjab Police Station CCTV, Delhi Health Card & etc.

### **Worked with HFCL Ltd as Senior Manager Sales (June 2016 – June 2020).**

Joined as Manager Sales, Gujarat based at Ahmedabad responsible for Smart & Safe City and Bharat Net Project.

August 2018 - Promoted and Transferred to Chandigarh as Sr.Manager Sales, Security & Surveillance Business

### **Company Profile**

HFCL Ltd (Formerly Known as Himachal Futuristic Communications Ltd.) specializes in the manufacture of telecommunication equipment, Optical Fibre Cables and Intelligent power systems. As a solutions expert in the telecommunication and related infrastructure domain, the Company is now leveraging its inherent strengths in addressing complex needs of emerging sectors, such as Smart & Safe Cities, Bharat Net Project (GPON), and CCTV Surveillance Project.

## **Job Profile**

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- ☞ Mapping the Key Government Officials at various state Government Nodal Agencies like Gujarat Informatics Ltd, Department of Science & Technology, N-Code, SeMT (State E-governance Mission Team), Common Service Center, PMIDC and etc.
- ☞ Mapping the Key Government Officials of Central Government Nodal Agencies and PSU's like Railtel Corporation, TCIL, Bharat Electronics Ltd, etc.
- ☞ Mapping of the Key Government Officials at various level of Home Department (Police, Traffic, Prison,) & City Municipal Corporations.
- ☞ Mapping Key Government Officials at Special Purpose Vehicle level for Smart City Projects, Safe City and Bharat Net Project Phase II in various State Governments.
- ☞ Meeting with the Project Management Consultants & other respective stake holders involved in Safe City & Smart City Projects, Surveillance Project.
- ☞ Identify opportunities for Smart & Safe City, Security & Surveillance System projects in the various State Governments & arrange for meetings of our company high officials & Technical team and take the regular follow-ups.
- ☞ Playing an integral role in new business pitches and hold responsibility for the effective on-boarding of new clients
- ☞ Preparing business plans for all current and future opportunity as per company focused business approach.
- ☞ Key interface between customer and all relevant divisions of the organization.
- ☞ Pre RFP engagement with key stake holder Government officials & PMC involved in the project.
- ☞ Build up the strong relationship and engage with key stake holders to capture and collect the information & detail as much possible related to the project and share the same with our HO team so as to prepare the cost effective winnable bid.
- ☞ Prepare the bid detail, synopsis of the project and Cash Flow Sheet for bid approval.
- ☞ Pre-RFP engagement with respective OEM's and take the necessary inputs and take up with respective stake holders.
- ☞ Work on the project with Presales team, help to design the solution and work as bridge between our solution team, department officials and OEM.
- ☞ Build up strategic Business relationships with key OEM's like CP-Plus, Infinova, Cisco, HP, Dell, Hitachi, Netapp and etc.
- ☞ Worked very closely on the RFP's of Ahmedabad Smart City, Rajkot Smart City, Vadodara Smart City, Amritsar Smart City, Jalandhar Smart City, Karnal Smart City, Varanasi Safe City and Gujarat Bharat Net Project Phase II.

## **Key Achievements**

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- ☞ Won the Railtel Tender "Video Management Software for 25000 IP CCTV" FY 2018-19.
- ☞ Won the BBNL Punjab package 2 and 3 of INR 578 Cr in FY 2017-18.
- ☞ Participated in key tenders - Railtel VSS Tender, GMDA ITMS, and Saharanpur Smart City, NTPC ISS 5 location and Ludhiana Smart & Safe City.

**Worked in Ricoh India Ltd. as Business Development Manager-Government Sales based at Ahmedabad, Gujarat from March 2015 to June 2016.**

## **Company Profile**

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Ricoh India Ltd. is one of the Premier Manufacturer and supplier of Laser Pinter, Multi-Function Laser Printer, High end laser Printers, Production Printers and etc. Company has signed up as strategic business partner with many renowned OEM's like Dell, HP, Acer, Cisco, Oracle, Microsoft, D-link, Trend Micro and many more.

## **Job Profile**

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- ☞ Generate business from the Government of Gujarat Departments, Public Sector Account and other Central Government Department and maintaining good business relations with clients..
- ☞ Identify and Explore the Business opportunity by close alignment with the Customers and to create the funnel.
- ☞ Building up the strong Business relationship with the customers and make conducive Business environment which help to increase the business revenue.

## **Key Achievements**

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- ☞ Won the Prestigious Tender of Gujarat Social Infrastructure Department for the requirement of ADHAR KIT of worth Rs 19.75 Crore.
- ☞ Won the Ricoh Way Award for the Highest Business Revenue in Q3 2015.
- ☞ Ricoh India Ltd for the first time declared L1 in the Gujarat Informatics Ltd Rate Contract in 9 Categories of the Product line for the year 2015-16.
- ☞ Under the Gujarat Informatics Ltd Rate Contract for the FY 2015-16 generate the Business of more than 6 Cr.

## **Worked in HCL Infosystems Ltd. (December 2007 to February 2015.)**

### The Growth Path:

July 2012 To February 2015:      Worked as Account Manager based at Ahmedabad, Gujarat.  
February 2010 To June 2012:      Promoted and worked as Regional Sales Manager -Gujarat  
December 2007 to January 2010:   worked as Sr. Sales Executive based at Surat, Gujarat.

## **Company Profile**

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HCL Infosystems Ltd is one of the Leading IT company, have diversified business verticals and one of them is DDMS (Digilife Distribution Marketing Services Ltd.) which is one of the Fastest Growing IT Distribution Company, DDMS is the National Distributor for the renowned Brands DELL Server, Dell Laptop and Desktop, Acer Desktop & Laptops, Lenovo Desktop & Laptops, Molex Passive Networking, Canon Printer, MFD & Scanners, HCL ME Tablet, Eaton Online UPS.

## **Job Profile**

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- ☞ Generating business from the Corporate/BFSI/Educational Institute/Government Departments and maintaining good business relations with clients.
- ☞ Enhancing relations with existing clients & generating business from these accounts
- ☞ Identify and Explore the Business opportunity in the market by generating the Business funnel through close Business alignment with the vendors and Partners
- ☞ Driving business planning, sales development initiatives, support partners in selling Dell Products, Molex Networking products & other Distribution products and manage opportunity pipeline.
- ☞ Handle the team of 4 ASM's.
- ☞ Responsible for the Branch Revenue Targets for each category.
- ☞ Build channel capacity for sell in and Sell out.

## **Key Achievements**

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- ☞ Awarded As "Upcoming Entity of the Year" Award for the Highest Business Revenue in the year 2010-2011.

- ☞ Awarded As “Best Performing Territory” for the Business Growth in the year 2009-10.
- ☞ Awarded As “Most Promising New Comer” for the Highest Business Revenue in the year 2008-2009

**Worked in WEP Peripherals Ltd. (Formerly known as WIPRO) from July 2006- December 2007 as Sales Officer based at Surat.**

**Job Profile**

- ☞ Handle the Distribution Channel from Baroda to Vapi.
- ☞ Monitor the Distributors Executive & motivate them to enhance the Business.
- ☞ Special Focus on Nationalized & Cooperative Banks to Promote the Pass Book & Line Matrix Printers.
- ☞ Matrix Printers, UPS, Wep Consumables.

**Key Achievements**

- ☞ Took the Single Largest order of 200 no. Dot Matrix from Surat Peoples Co. Bank.
- ☞ Highest sales of 1200 No. of UPS in the Month of March-2006.

Worked in AMKETTE as Sales Executive from 3<sup>rd</sup> Feb -2004 to 15<sup>th</sup> July 2006 Based at Ahmedabad,

**Personal Excellence**

- ☞ Great knowledge of the budget, cost control, bottom line profits and sales projections.
- ☞ Profound ability to train, evaluate and motivate the Team.
- ☞ Enthusiastic, self-motivated and self-starter.
- ☞ Proficient in management and organizing the things.
- ☞ Excellent written and verbal communication skills along with the strong interpersonal skills.

**Academic Details**

- ☞ Post-Graduation – MBA in Marketing from University of Allahabad, Passed Year -2003.  
MA in History from Agra College, - Passed Year- 2001
- ☞ Graduation - B.SC from Agra College, Agra – passed Year - 1999
- ☞ Intermediate - Radha Vallabh Inter College, Agra – Passed year- 1996
- ☞ High school - Kishan Vidhya Pith, Agra - Passed year - 1994

**Professional Qualification. – 2001-2003 (Full Time Course)**

- ☞ Master Business Of Administration from Moti Lal Nehru Institute of Research & Business Administration, University of Allahabad, Allahabad UP

**Personal Vitae**

Father's name	: Sri Shyam Sunder Lavania
Mother Name	: Mrs. Prem Wati Lavania
Permanent address	: H.NO – 353 sector 4 A, Avas Vikas colony Agra, UP.
Date of birth	: 01/07/1979
Marital status	: Married
Nationality	: Indian
Hobbies	: Music, Sports, Reading & traveling