***RAVI PRATAP SINGH*** Tel : 09909009805 (M)

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**JOB OBJECTIVE**

Seeking assignments in Marketing Management & Financial Management with an organization of repute.

**SYNOPSIS**

Experience in maintaining distribution channel network. Sales Promotion, Liquidation of Stock, Handling ISP’s sales Officer’s Follow up with dealers, Add Campaigning, An effective team leader with exceptional communication, interpersonal skills and exposure in managing taskforces in the marketing industry.

**AREAS OF EXPERTISE**

**Operations/ Marketing**

* Maintaining Distribution Channel Network.
* Sales Promotion
* Liquidation of Stock
* Handling ISP’s and Field Sales Officer’s.

**Key Account Management**

* Relationship Management with key accounts to increase the level of sales growth.
* Ensure customer satisfaction and implementing quality service standards.
* Coordinate Channel Partners, Retailers and end user i.e. Mechanics and Re-borers
* Act as a frontline interface between the customers, distribution agents & Retailer’s team to troubleshoot on unresolved grievances & queries of individual.

**ACADEMIA**

* MBA (Sales& Marketing) from Bhoj University, Bhopal.
* Bachelor in Science from Jiwaji University, Gwalior.
* Higher Secondary U.P. Allahabad.
* Matriculation U.P. Allahabad.

**IT SKILLS**

* Knowledge of SAP in Customer’s Account Management, maintaining the optimum stocks to feed the customers with timely supplies and indenting through A.P.O. System.
* Window 98, MS-Excel, MS-PowerPoint.

**ORGANISATIONAL DETAILS**

**Since March 2001 working with Usha International Ltd. Joined the company as Sr. Sales Officer.**

**Present designation is Assistant Regional Manager W.E.F. 1.4.2014**

**Taking care of 6 locations as Regional Head (Gujrat, Maharastra, M.P. Kerala, Assam & A.P.)**

**Company Profile**

Usha International Limited having turnover of Rupees 2400 crores plus, is an enterprise of Shriram group and India’s foremost marketing company having DNV Quality System Certificate ISO 9001 : 2000. We are one of the largest manufacturer of **Fuel Injection Parts**  and **Auto Parts Engine Valve, Piston Assemblies & Bearings**  under the brand name **USHA& UIL.**

UIL network in India includes 16 sales and service offices and 26 Warehouses across the country. All these locations have trained manpower, stocks of necessary spares and are equipped with tools and equipment to provide service to our valued customers.

**Primary Job Responsibilities:**

1. **Sales**: Achieving Cycle wise sales target, planning and implementation of sales plan and

Objectives.  
2. **Collections**: Achieving collection target and managing customer outstanding.  
3.**Channel Management**: Dealer management,channel members in terms of margin, schemes, and package offers.  
4. **Dealer Accounts Reconciliation**: Monthly and quarterly dealers? Accounts reconciliation

And settlement of pending issues.  
5. **Coordination with Technical Department**: Continuous coordination with Technical department

About dealers, and customer’ scomplaints and settlement of issues.  
6. **Market Expansion/New Markets**: Developing new markets and business opportunities with

the channel members, penetrating into deeper areas.Achieving DNM Plans.  
7. **Submission of Reports**: Reporting of Daily, Weekly, cycle wise, quarterly and yearly

Performance review of division as well as individual team members.

8. **Experience of SAP**: All types ofcommunication of Sales and Accounts procedures and information through SAP only.  
9. **Market Intelligence Report**: Tracking of competitors? Activities, schemes, new product Launching, promotional activities, monitoring market trends, competition activities and Consumer behavior for designing future plans. Etc.

**Operational Responsibilities**:

* Brand promotion,
* Handling promotional & development work
* Develop & manage retail network of dealers.
* Developing marketing operational plan for area in line with allocated sales target
* Independently handling and developing sales operational plan in accordance with allocated targets (primary & secondary) for allocated territory.
* Designing product specific short term trade schemes & promotional strategies in co-ordination with sales team.
* Handling the vendors & agencies with respect to promotional materials/etc.
* **Since 1997 to January 2001 worked with** Hindustan Latex Ltd. which is a Govt. of India Undertaking Company which is manufacturing company of contraceptive and other family planning products.

*The Notable Accomplishments*

* Maintaining Distribution Channel Network.
* Sales Promotion
* Liquidation of Stock

Follow up with Dealers and chemists.

. **PERSONAL DETAILS**

Date of Birth : 17th January, 1975

Father’s Name : Mr. Narsingh Bhadoria

Current Address : C-204,Shrinandnagar-5,Vejalpur, Makarba Road, Ahmedabad(Guj.)

+91-9909009805

Nationality : Indian

Language Known : English, Hindi.

Marital Status : Married

Hobbies : Travelling.

Current CTC : 9.13 Lac p.a. + reimbursement(4.00 lac p.a.) + Company Car

Expected CTC : As per Industry Norms

Date: Signature

Place: