**RAVINDRA PAL SINGH**

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**CAREER OBJECTIVE**

Developing marketing programs and initiatives, this will help in generating spectacular revenue growth and in increasing market share significantly.

**CAREER PROFILE**

Innovative marketing professional with a track record of developing and implementing marketing and field co-ordination activities for a world-leading MNC in Gujarat & MP. Excel in building strategic alliances and partnerships to fuel revenue growth.

**PROFESSIONAL EXPERIENCE**

**Area Sales Manager – Delta Faucet Company May 2013 - Present**

* Handling Sales & Marketing operations in Gujarat, Madhya Pradesh & Pune.
* Meeting with architects, Interior Designers and Developers on a regular basis.
* Managing & monitoring the performance of teams to ensure efficiency in process operations and meeting of individual & group targets.
* Determining training needs of employees; conduct suitable training programs to enhance their operational efficiency leading to increased productivity.
* Working closely with Hotels Developer, Project Management Consultants, Architects, Interior Designers and International Architects
* Conducting competitor analysis & competency mapping for keeping abreast of market trends and competitor moves to achieve market share.
* Conducting extensive market research to analyses market trends and monitor competitor activities, developing business driven strategies to explore sales.

**Achievements in Delta Faucet Company**

* Set up dealer network in Gujarat & MP.
* Done projects with ISKON, RAJHANS, RAJGREENS, SARGAM BUILDERS, HN SAFAL, MAURYA HOUSING.
* Undertook Business of 5 Cr in Gujarat & M.P.
* Highest achiever of Projects in PAN India.
* Generated FGS, Project /Institutional sales & Key Accounts in assigned territory.

**Area Manager - VitrA (Kajaria Bathware) March2012 – April 2013**

* Handling Sales & Marketing operation in Gujarat region.
* Handling both Channel & Project sales.
* Promoting the product in the market by meeting Architects, Builder, Interior contractors
* Supervising hotel specification, product solution as per architect’s recommendation.
* Taking care for both Sanitary and faucets.
* Generating projects, handling and execution of the same for commercial and residential.
* Creating product awareness in the market
* Dealer Management

**Achievements in Vitra**

* Dealer Network setup in Gujarat
* Participated in IIID-Surat.
* Annual turnover of 2CR Approx.
* Awarded as the Best Salesman of the year 2012

**Key Account Officer- Interiors, Saint-Gobain Glass India Ltd. March 2010 – Feb2012**

* Handling Sales & Marketing in Gujarat region.
* Achieve project & Retail sales target.
* Responsible for product presentation to leading Architects, Interior designers, Interior contractors.
* Responsible for Project specification.
* Generating projects, handling and execution of the same for commercial and residential.
* Mapping the requirement, taking a project specification, as per client requirement.
* Taking care of project sales across Gujarat.
* Meeting and giving presentations to Architect & Interior designers in the Gujarat region.
* Creating product awareness in the market

**Attainments & Responsibilities:**

* Ability to find and exploit niche markets for the products
* Promoting Quantum Glass & Mirror (Importing from Germany & Belgium)
* Main focus on selling Lacquered glass &Diamanté mirror
* Ensure value addition to both customers and the company.
* Maintain relationships with Key Accounts-Interior designer, Architect& Interior Contractor.
* Successfully specified Saint-Gobain in Ganesh Housing, TATA, HN Safal, Shukan.
* Achieves annual turnover of approx. 3 Cr. In 2011.

**Achievements in SAINT – GOBAIN**

* Interior sale increase up to 257 % in 2011.
* Winner of emerging star 2011 for Interiors at India level.
* Setup dealer network for premium Interior glasses & mirrors.

**EDUCATIONAL QUALIFICATIONS**

* Post-Graduation in Marketing & International Business from Indira College of Career Studies, Pune.
* Bachelor’s Degree in Computer Applications from MDS University, Ajmer.

**OTHER ACHIEVEMENTS**

* Successfully completed a training program on Business Grooming.
* Successfully completed an intensive program on Business Etiquette and Grooming by Mr. Minocher Patel, founder director, Ecole Solitaire.
* Completed a 250-hour comprehensive performance based leadership program by leading HR consulting firm STRATECENT.
* Done 2 months of Summer Internship in AIS Glass for Gujarat Region.

**PERSONAL DETAILS**

Date of birth : 02-07-1987

Sex : Male

Religion : Sikh

Nationality : Indian

Marital Status : Married