**vaibhav bhatnagar**

22, govind nagar main road.Hiran magri sec13, Udaipur, Rajasthan, India

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Date of Birth: 20th July 1980





sales & marketing Professional

**PROFESSIONAL EXPERIENCE**

1. **ESSAR OIL LIMITED - North Raj. Jan2007 – March11**

**ESSAR OIL LIMITED - North Guj.**

**Mar2011 - Present**

Designation – Territory Sales Manager

**1. Job Profile: Expansion** of retail network of petrol pumps in the given territory  I new site surveys & identifying high potential sites meeting the statutory requirements. Expediting NOC process I including liasioning with top govt. officials & guiding the appointed Franchisee in the NOC Process.

Commissioning of new RO’s & Coordinating with the engineering team for timely construction of RO, coordination i with suppliers for timely delivery of equipment, Govt. agencies for statutory clearances

**2. Responsibility:** Perform market research and surveys, and generate reports on products, services, consumers and l sales & provide the same to the top management for fine-tuning the selling & marketing strategies.

Conduct a study on competitors' products, services, market trends and customer demand.

**3. Sales Promotion:** Organize sales promotional activities as a part of brand building & market development effort.

Ensure maximum brand visibility and capture optimum market shares.

**4. Key Account Management:** Identify prospective clients from various sectors, generate business from the existing

and there by achieve business targets.

Evolve market segmentation & penetration strategies to achieve targets.

1. **Grasim Industries Ltd.- Mumbai**

**Feb2004- Dec2006**

Designation – Marketing Officer

1. **Job Profile**: - Handling the Channel as well as the Retail sales & working as a core member of marketing strategy team.

**2. Team:** Handled a team of 3 persons who were part of my retail team. Reporting directly to Regional Head.

**3. Responsibility:**  Involved in regular interaction with channel partners, architects, builders & getting business from them, also handling premium corporate clients, doing on site samples of our products along with my project team, involved in regular interaction with Suppliers & advt. agencies and also handling various brand building issues.

**4. Sales promotion:** Done road shows with direct sales team in different Hardware & paint market. Conducted meetings for major architects & builders, also participated in various trade expo’s & mega shows for building material industry.

5. **Achievement:** Achieving targets, month on month basis for new as well as existing products of the company. Also appointed new stockiest especially for new products in rural areas. Directly responsible for launch of our new product which made sales of 100 tones within two months of launch.

1. **Hewlett Packard – Ahmadabad Nov 2002- Jan 2004**

Designation – Management Trainee

* 1. **Job Profile**: - Assisted my sales team in generating sales & mapping new customers, as well as coordinating with channel partners.
  2. **Responsibility**: Was part of my sales team & effectively handled the Laptop & Pc’s segment in co-ordination with established channel partners. Also involved with in house sales where in I handled the walk in customers as well as did tele sales & informed customers about new schemes & offers. Also involved in handling of problems & route it to the concerned parties with follow up of calls on a regular basis.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Masters of Business Management**

Institute of Management Studies. 2000-02

**Bachelor of Commerce**

M.L.S.University. 1997-2000

Basic vidya course from Aptech computer education as well as knowledge of Ms Windows & Internet



**GENERAL INFORMATION**

1. **HOBBIES**: Travelling, Swimming

1. **Marital Status** :Married
2. **Languages Known**: English, Hindi, Vernacular
3. **References**: Available on request.