

# VIRENDAR TICKOO

Mobile: 09810506549 / 09891494471

Tel. (Res.): 011 - 26641652

E-Mail: virendartickoo@rediffmail.com

**Enthusiastic team player with strong analytical & quantitative abilities, leadership qualities, diverse Organizational skills & designated as Profit Centre Head by the corporate office. Excellent interpersonal & communication skills with strong academic & extracurricular records as held senior profile in reputed Organization.**

## PRÉCIS

Measuring performance to driving change

An Out-of-the-Box thinker with a flair for charting out marketing strategies, contributing towards enhancing business volumes & growth. Expertise in developing & managing retail channels in order to derive the required market share, revenue and profit of the organization. A visionary who drives revenues and manages rapid growth profitability with a focus on building a strong corporate culture. Consistent record of delivering results in growth, revenue, operational performance, and profitability. A leader with a flair for charting out marketing strategies and contributing towards enhancing business volumes / growth and achieving profitability norms. **Excellent track record of expanding business from scratch and zero turnover to revenues worth Rs.3 Cr. pm**

Overcomes complex business challenges & makes decisions using experience-backed judgment, strong work ethics & irreproachable integrity. Innovative and results-driven manager focused on achieving exceptional performance results in highly competitive environment that demand continuous improvement.

## BUSINESS SKILLS

Strategic Planning

Sales & Marketing

Retail Operations

Project Management

Competitive Benchmarking

Sourcing

Key Accounts Management

HR Management

Change Management

- ↳ Establishing corporate strategies for top-and bottom-line growth and for reaching out to unexplored market segments for business expansion.
- ↳ Ensuring successful accomplishment of set business targets in the face of growing competition; bringing out USP of all products and services to achieve higher sales realization value.
- ↳ Driving sales initiatives and achieving desired targets with responsibility of ROI.
- ↳ Preparing budgets as well as developing plans for the achievement of these goals.
- ↳ Identifying and networking with financially strong and reliable distributors/channel partners to achieve deeper market penetration.
- ↳ Setting new units, identifying locations, negotiating with suppliers & related works.
- ↳ Establishing new set ups/projects thereby bringing profitability to the company.
- ↳ Spearheading various continuous improvement initiatives in processes.
- ↳ Planning & scheduling team assignments to achieve the preset goals within time, quality & cost parameters.
- ↳ Providing direction, motivation and training to the field sales team; ensuring optimum performance for all operational and sales related issues.

## EMPLOYMENT CHRONICLE

February 20– June 20 with AKG Extrusions Pvt Ltd

As Zonal Head– North

AKG is well renowned group in conduit pipe segment & they have started plumbing division in 2015. Whereas they manufacture PVC/SWR/CPVC & UPVC .

(Note : Laid off in June 2020 due to Pandemic).

June'17 – 31 Dec.'19 with Tirupati Structural Ltd.

As Regional Head–North

TSL is a diversified group with well renowned product line in PVC/ CPVC/ UPVC/ SWR/ HDP/ water tanks in Roto Mould and Blow Mould etc.

### Noteworthy Contributions:

- ↳ Acknowledged for strengthening companies to lead in highly competitive markets in innovative sales and marketing concepts and strategies.
- ↳ Best implementer with recognized proficiency in spreading operations with an aim to accomplish desired plans and targeted goals successfully.
- ↳ A strategic leader with expertise in entire **North India** business operations with focus on top and bottom line profitability through optimal utilization of resources.
- ↳ An out of the box thinker with a prone track record of increasing revenues, work flow and creating a team work environment to enhance profitability for the organization.
- ↳ Expertise in developing marketing strategies such as trend analysis and competitive tracking, market research and intelligence with product positioning, promotions and campaigns etc.
- ↳ Effective leader with excellent motivational skills to sustain growth momentum while motivating peak individual performances.

### Accolades

- ↳ Successfully enhancing the market share in PVC segment in my areas. Contributing 15% of business which is tone off 3Cr. per month (36–40 Crores annually).
- ↳ Successful distributor network of TSL under the brand name of 'TIRUPATI' which consists of 32 Distributors, 600 Retailers in my zone like Rajasthan, Punjab, Himachal Pradesh & part of western UP.
- ↳ Perfect coordination achieved for Sales promotions, Monthly Planning & Merchandise & Inventory Management with H.O
- ↳ I have traveled extensively in North India to organize special mass coverage plan & to launch the new products as well as old products which is being sold by distributors.

Jan.'14 – April'17 with J-Plex Jindal Group

as Head–Sales & Marketing

J-Plex Jindal Group is well renowned Company indulging in sanitary ware, PVC/ SWR/UPVC/CPVC products and water tanks.

### Noteworthy Contributions:

- ↳ Handling leading Sanitary Ware products and PVC/ SWR/UPVC/ CPVC and Water Tanks across North India.
- ↳ Handling Sales & Marketing operations, increasing sales growth and driving sales initiatives in order to achieve business goals.
- ↳ Responsible for Sales & Marketing of complete product range in the regions to drive top and bottom line through channel, institutional and retail segment.
- ↳ Conduct New launches, Promos, Value addition Program's Product Care Clinics & plumber meets, Consumer meet programs, Special Promotion drive through agencies or by own staff in shop campaign.
- ↳ Responsible for recruitment of Front-line team & their training, motivation of team by conducting monthly review meetings & awarding incentives & achieving Monthly Targets.

### Accolades:

- ↳ Started from scratch PVC pipe & Fittings segment & achieved 3Cr. pm with in a span of three years.
- ↳ Launched new range of CPVC pipe and fittings, water tanks in 2015 accumulating best growth across the trade.

**Jan.'11 – Dec.'13 with Sheetal Group of Companies  
as Regional Manager – Sales**

Sheetal Group is having a rich experience of 35 years in C-PVC pipes, uPVC Pipes, PPR-C, Bins and is also largest manufacturer of Water Storage Tanks under the brand name of Sheetal

**Noteworthy Contributions:**

- ↳ Responsible for managing North India operations & personally monitor UP, Rajasthan & Bihar for Sheetal products.
- ↳ Provides strategic and tactical leadership to generate sustainable and profitable growth in terms of revenue and market share.
- ↳ Establish Sales and Market strategy.
- ↳ Consistently met business targets and increased market share in the assigned region.
- ↳ Define product line to suit target customer market.

**Accolades:**

**Tie-up with M/s Shiv Shakti Polymers, Rajasthan for lifting 10 Lac Liters Blow Mould Tanks monthly**

**March'99 – Dec'10 with RSH Distribution India Pvt. Ltd., New Delhi**

**Joined as Area Sales Manager; promoted as Regional Sales Manager – Delhi, NCR and North in Apr'09**

RSH Distributions India Pvt. Ltd. id a part of EMAAR MGF Group and a leading Retail Chain across the globe running 140 Multi Brands & Mono Brands Stores in India

**Noteworthy Contributions:**

- ↳ Distinction of overseeing complete sales of EBO, MBOs and Shop in Shop Stores in Delhi, NCR and North region.
- ↳ Demonstrated excellence in developing the business for Golf Equipment's to various Golf Clubs.
- ↳ **Successfully attained 161% of the set sales target for North Region in Q3 of 2008-2009.**
- ↳ Excellent track record of building 24 stores and making them functional in the assigned region; supervised complete retail operations including warehouse, inventory management, branding, visual merchandising, MIS, accounting, shrinkage controlling, store expenses, store audits & P&L of my stores in my region.
- ↳ Recruited, monitored and motivated the team of Area Managers & Store Managers; organized training & coaching for the team thereby helping 11 employees to receive promotions to supervisory positions.
- ↳ **Successfully enhanced the market share of Umbro Apparels by 17%.**

**Appreciation:**

- ↳ **Recognised for Lowest Regional Shrinkage for 3 consecutive years.**

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**SCHOLASTICS**

- ↳ **PGDMM (Marketing Management)** from IGNOU with 62% marks in 2000.
- ↳ **B.A. (Economics)** from M.A.M College, J & K with 60% marks in 1992.

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**TRAINING ATTENDED**

- ↳ Undergone 12 Weeks Projects Training at Goldstar Glasswares Pvt. Ltd., NOIDA on analysing the company's distribution channel from the factory to the end consumer in 2000.

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**IT SKILLS**

- ↳ **Well versed with MS Office – Word, Excel, Access and PowerPoint.**

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**PERSONAL DOSSIER**

Date of Birth	: 5 <sup>th</sup> August 1968
Address	: C-267, DDA Flats (MIG), Golf View Apartments, Saket, New Delhi-110017
Languages Known	: English, Hindi, Punjabi and Kashmiri
Passport Number	: S1495912