

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 proven 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 manufacture 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. is 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.**

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.

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.

IT SKILLS

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

PERSONAL DOSSIER

Date of Birth : 5th 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