

NITINYADAV

H.NO 469, SECTOR 12 PANCHKULA(HARYANA)-8728879139
nitinyadav1942@gmail.com [linkedin.com/in/nitin-yadav-74a390186](https://www.linkedin.com/in/nitin-yadav-74a390186)

Ambitious and enthusiastic professional with over 5+years of experience in sales and managing business, professional, and corporate client accounts.
*SALES AND MARKETING * BUSINESS DEVELOPMENT *

EXPERIENCE

FEB 2023- CURRENT

Hippostores Technology Private Limited (HTPL)

Lead Electrical (Grade: Assistant Manager)

- Joined at Chandigarh store Job Profile-: Looking after the sales of all electrical material (lighting, switches and switchgear, wires and other appliances products)
- Achieved sales targets in the assigned territory and business development by carrying out the following activities.
- Responsible for achieving both top-line and bottom-line targets set by the management.
- Explaining promotional schemes, conducting influencer's meets.
- Attending customer complaints and suggesting remedial measures.
- Handling a team of 5 people in Chandigarh for developing the business.
- Demand generation activities through visiting Architects, Builders and Contractors.
- Launching new products and doing BTL activities.
- Maintaining timely MIS & database reflecting the trends & developments of the company regarding sales, business development, vendor reconciliation, etc for budgetary & strategic review to enhance the business of the company.
- Responsible for in-store sales and outdoor sale for my category. Manage sales team for improving sales of a specific category of electrical products.

FEB 2022- FEB 2023

SYSKA LED LIGHTS (SSK GROUP)

FEB 2022-OCT 2022- BHIWADI,RAJASTHAN

NOV 2022-FEB 2023 - CHANDIGARH,PUNJAB

AREA SALES MANAGER (PROJECT SALES)

- Pushed Syska Led Light products through Builders, Corporate OEM Accounts, Turnkey Contractors, Manufacturing industrial units and Govt. Departments like MES ALWAR, Power Grid corporation of India (Substation Bhiwadi, Rajasthan) etc.
- Run the sales and marketing operations and accountable for increased sales growth through builders, Consultant and PMCs contractor's, Distributor/Dealer Channels.

- Identified Prospective client and Key decision makers, Generated business from existing clientele achieved business targets.
- Managed lead generation tracked information of new potential clients/projects.
- Utilized market information and personal network to develop marketing intelligence for generating sales. Developed and implemented marketing plans designed to assure achievement of volume and market share.
- Attended client (channels/individuals/corporate/consultants) concerns & complaints and undertaken steps for effectively resolving them.
- Acted as liaison with various departments like Marketing, Dispatch, Accounts and Commercial within the company and with outside vendors for smooth closure of sales, timely dispatch & timely collection.
- Key Project Industries: BKT Industries, Carlsberg, Honda Logistics, AhlconPharma, Ecom Express, Saint Gobain, Ashirwad Pipes, Parle G ,Kajaria Tiles, , KEI Wire & Cables, Honda 2wheelers,Hona logistics,Shriram Piston, Y-Tech India ,Munjal Auto, ITC Logistics, DCM Fenesta, Asahi India Glass etc.
- Key Project Govt Bodies: UIT (Alwar), Power Grid Corporation of India (Sub Station Bhiwadi), MES(Alwar).
- Key Cosultant &Contractors: Abett consulting engineers, ECR buidtech, Pragatiinfra, Shree manglam Power, Yash Engineers, Skipper cell Electrical, Takinaka, Sterling and Wilson, Pieco India Engineering,Atom Mep Engineers etc.
- Key Project Residential: Bestech Group, Freedom Park life, Ashiana Group, Mohali City Center, Sushma Group, Jublee Group

OCT 2018 - NOV 2019

SYSKA LED LIGHTS (SSK GROUP)

AREA SALES MANAGER (PROJECT SALES, BHIWADI, RAJASTHAN)

- Pushed Syska Led Light products through Builders, Corporate OEM Accounts, Turnkey Contractors, Manufacturing industrial units and Govt. Departments like MES ALWAR, Power Grid corporation of India (Substation Bhiwadi, Rajasthan) etc.
- Run the sales and marketing operations and accountable for increased sales growth through builders, Consultant and PMCs contractor's, Distributor/Dealer Channels.
- Identified Prospective client and Key decision makers, Generated business from existing clientele achieved business targets.
- Managed lead generation tracked information of new potential clients/projects.
- Utilized market information and personal network to develop marketing intelligence for generating sales. Developed and implemented marketing plans designed to assure achievement of volume and market share.
- Attended client(channels/individuals/corporate/consultants) concerns & complaints and undertaken steps for effectively resolving them.
- Acted as liaison with various department like Marketing, Dispatch, Accounts and Commercial within the company and with outside vendors for smooth closure of sales, timely dispatch & timely collection.
- Key Project Industries: BKT Industries, Carlsberg, Honda Logistics, AhlconPharma, Ecom Express, Saint Gobain, Ashirwad Pipes, Parle G ,Kajaria Tiles, Jaguar, KEI, Honda 2wheelers,Tokai Rubber, Y-Tech India ,Munjal Auto, ITC Logistics, DCM Fenesta, Asahi India Glass etc.
- Key Project Govt Bodies: UIT (Alwar), Power Grid Corporation of India (Sub Station Bhiwadi), MES(Alwar).
- Key Cosultant &Contractors: Abett consulting engineers, ECRbuidtech, Pragatiinfra, Shree

manglam Power, Yash Engineers, Skipper cell Electrical, Takinaka, Sterling and Wilson, Blue Star Engineers, etc.

- Key Project Residential: Bestech Group, Asha Deep Avlon, Freedom Park life, AshianaGroup etc.

SEP 2015 - SEP 2018

LEGRAND (NOVATEUR ELECTRICAL AND DIGITAL SYSTEMS PVT LTD)

MANAGEMENT TRAINEE (PROJECT SALES, ALWAR, RAJASTHAN)

(MAY 2017-SEP 2018)

- Achieved and delivered sales target across all products through a focused approach in professional segment.
- Pushed Legrand products through Builders, Corporate OEM Accounts, Turnkey Contractors, Manufacturing industrial units and Govt Departments like MES ALWAR etc.
- Continuously worked toward identify new markets like Neemrana, Behror, Bharatpur(Rajasthan),expanding geographies and segments through focused and continuous business development initiatives and takeappropriate actions.
- Identified and appointed 2 new Authorized stockiest 1 in bharatpur ,1 in neemrana to expand company business from 25lac to 40lac per month. Nurtured old & Developed new electric contractors and Panel builders to fulfill &generated business through them.
- Organized local promotional strategies through participation in Dealer meetings, Electrical contractors meet, Architect and Interior Designer meets etc.
- Achieved the daily sales outstanding (DSO) at the desired and expected levels and periodic generation, maintenance& sharing of funnel reports.
- Key Project Industries: MIITSO Industries, Saint Gobain, Ashok Leyland, Adani Willmar, Carlsberg, Lords Chloro Alkali, Eicher, Daichi, Tokai Rubber, Parle G, Nihon Parkerizingetc.
- Key Project Residential: Trehan Group, AnsalGroup, Lords Home, Ajay Group (WonderResidency), Star Galaxy, Pawna Palace, ARG Royal Ensign, Green Park (Chikani) etc.
- Key Project Govt Bodies: MES (Alwar),ITBP(Alwar),Bharatpur Medical College (Bharatpur).
- Key Panel Builders: Sankhla Panel Builders, Deep Electrical , Yash Engineers,Shree Manglam, Control Panel Systems, Tara Electrical, Khandelwal Power etc.

RETAIL SALE ASSOCIATE (RETAIL SALES, JAIPUR, RAJASTHAN) (SEP

2015-MAY 2017)

- No of ADS 1 NO, Retailer 40 no.
- Achieved and delivered sales targets across all products through a focused approach in retail segment.
- Build effective relations with major customers, Stockiest, Electrical Contractors.
- Visited fresh site and taken follow up of old construction sites on daily basis in assigned territory to increase product sales and growth in a market.
- Timely resolve all customer issues leading to customer delight and customer stickiness.
- Analyzed market information on competitor's activities to suitably refine the sales Strategy.

AUG 2014–AUG 2015

STANLEY FINANCIAL SOLUTIONS (CEMENT DIVISION)

SALES EXECUTIVE (RETAIL SALES, PANCHKULA)

- Established productive, professional relationships with key channel partners in assigned territory in cement division.
- Achieved sales and collection of monthly, quarterly, annually targets in assigned territory in cement division.
- Handled and motivated the Sub dealers (31No's) in assigned territory.
- Handled overall order fulfillment & execution process of sub dealers and customer

EDUCATION

- ❑ B.A. HIMALAYAN GARHWAL UNIVERSITY, PAURI GARHWAL, UTTRAKHAND
- ❑ Diploma in Civil Engineering (SDDIT, HSBTE board- Barwala, Haryana)
- ❑ 10TH CBSE BOARD, C.L.D.A.V SENIOR SECONDARY SCHOOL, SECTOR 11, PANCHKULA (HARYANA)

SKILLS

- Business Development
- Budgeting
- Project sales & Retail sales
- People Management
- Product Promotion
- Key Account Management
- OEM Sales

PERSONAL DOSIER

FATHER'S NAME: LATE SH. SATISH KUMAR YADAV

MOTHER'S NAME: SMT. URMILA YADAV

DATE OF BIRTH: 17TH MARCH 1990

LANGUAGE KNOWN: ENGLISH, HINDI & PUNJABI