

SWAPNIL BHARATKUMAR BANTE

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PROFILE

- ♦ **Strategic Business Leader with 11 years** of splendid career in Consumer Durable Products Sales & Marketing, Inventory Management, Business Development, Channel Management and Team Handling.
 - ♦ Expertise in Channel Sales & Distribution Management, Market Research and Business Development, Disruptive Marketing Strategy involving ATL/BTL and Product/Pricing innovation
 - ♦ Proven skills in driving and maximizing sales through Managing Distribution expansion and marketing efforts.
 - ♦ Proactive and positive, keen analytical mind with ability in learning new concepts quickly, works well under pressure & able to communicate ideas clearly.
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CORE SKILLS

Dealer & Distributor Development	Channel Sales Management	Business Development
Market & Competitor Analysis	Product Positioning & Branding	Network Expansion
Market Penetration/Territory Expansion	New Dealer Appointment	Negotiation
Strategies & Campaigns	Sales Forecasting and Planning	ERP, MS-office, SAP
Creative Team Leadership	Conflict Resolution	Task Oriented
Product Campaigns	Focus Group & Market Research	Customer service management
Customer Focus	Communication Skills	Market claim analysis

WORK EXPERIENCE

Organization – BGauss Auto PVT LTD – (Jan. 2023 – Till Date)

Area Manager - Sales and Marketing (Gujarat/Chhattisgarh/ Vidharbha MH)

- ♦ Channel Sales, Enquiry Generation and customer conversion
- ♦ New Dealer Appointments & Development
- ♦ Drive BTL Activities at Dealer Market
- ♦ Focus on Market share & product penetration
- ♦ Organise various town wise projects to encourage dealership to increase sales
- ♦ Sub-Dealership appointment at Taluka places to increase the sale

Organization – Okinawa Autotech PVT LTD – (Aug. 2021 – Jan 2023)

State Head- Sales and Marketing (Gujarat)

Job Description

- ♦ Handling 28 Dealers Network for Entire Gujarat Having Monthly Turnover 17 Cr.
- ♦ Expand the business network through appointment of new dealers and motivating the existing dealers.
- ♦ Meet customers as per the plan and conducting C-Sat.
- ♦ Monitor Sales and Operational Results Based on KPIs.
- ♦ Represent Company at Industry Trade Shows.
- ♦ Collect market information, collecting competitor's data, analysing the same.
- ♦ Execution of sales strategies.
- ♦ Follow-up for Payment collection.
- ♦ Billing and other administration activities.

- ♦ Co-ordination with concerned teams for timely dispatches.
- ♦ Conducting product awareness campaigns, service campaigns, training sessions for dealer's staff at dealer's end

Organization - Rubber King Tyre PVT. LTD. – Maharashtra, MP & Chhattisgarh States (Aug. 2020 – July 2021)

Deputy Manager- Sales and Marketing

- ♦ Responsible for selling Solid tyres, tubes and flaps and achieving sales target with OEM & Tyre Companies in Defined territory like Mumbai, Pune, Nashik, Nagpur, Aurangabad, Indore, Bhopal, Etc.
- ♦ Team handling and management.
- ♦ Plan achieve sales volume market share.
- ♦ Demand forecasting as per counter potential of the dealers and distributors.
- ♦ Conduct promotional activities as per nature of the market so that, volume can be generated.
- ♦ Evaluate effectiveness of activities and make periodic modification/alteration in activities.
- ♦ Dealer and distributor visit as per the monthly tour plan.
- ♦ Identifying the new business opportunities in the virgin or vacant market by scouting new dealers and distributors.
- ♦ Evaluating dealer's performance and conducting promotional activities accordingly for growing under develop dealer.

Organization - BK BRICKS- Amravati

Position - Partner (Aug. 2018 to Jul. 2020)

It was manufacturing unit started by me and one partner, working in rural as well as in Amravati area, main product of this company were fly ash Bricks, fencing pole, Paver block, Door frame etc.

- ♦ Focusing on manufacturing process Personnel management.
- ♦ Focusing on reducing cost of production.
- ♦ Purchasing Raw Material for the company.
- ♦ Handling the channel sales by meeting with construction material Distributors, Stock Rotation, Agents & Shops, Builders.
- ♦ Meeting to Government contractor, other Private House contractors and educate them about products, quality, price and availability.
- ♦ Handling team of 10 people for carry forward the all day to day activities including Production to Sale.

MRF Limited - Mumbai (Sept'17 – Jul'18)

Sales & Technical Engineer

- ♦ Working as Team leader at supervisory level Team size of 15 members, Turnover INR 84 Cr.
- ♦ Identify, recruit and on-board new channel partners within assigned territory.
- ♦ Market visit as per monthly Journey plan for both Upcountry & Local area, handling a portfolio of 69 dealers.
- ♦ Stock rotation, Inventory Management.
- ♦ Responsible for execution of the monthly & annual business Plan of the company.
- ♦ Daily follow-up with team about commitments & achievements and help them to solve their issues to meet sales targets as per sales plan and product groups.

- ♦ New dealer appointments at that place where other competitor market share is high and Dealers Channel management.
- ♦ Discuss dealer wise sales plan with team and organize the way where best sales can be achieve on daily basis.
- ♦ Sales and product group achievement, work on increasing Market share as compared to competitor products.
- ♦ Delivery points and logistics management, Implementation and monitoring of sales process at dealerships.
- ♦ Customer relationship management, Market research and Channel Development.
- ♦ Tyres inspection & service to the customer, analysing competitor performance and finding out new market opportunities.
- ♦ New product launch, Brand Promotional Activities, Customers Meet & Interaction, conduct the various campaigning such as LCV, SCV Stand campaign, Airport Taxi stand campaign, where the Dealer not doing up-to-the-mark for increasing dealer turnover.
- ♦ Market segmentation as per product wise Demand & supply.
- ♦ Sales Forecasting and planning monthly sale target and executing them in a given time frame.

MRF Limited - Ahmedabad (Dec'14 – Sept'17)

Territory Sales Supervisor

- ♦ Handling a portfolio of 22 dealers, turnover INR 35 Cr.
- ♦ Focus on daily sales, Product group achievement, Channel management and New Dealer Appointments.
- ♦ Target Revenue Achievement, Sales Management in the define territory.
- ♦ Order taking product Group-wise.
- ♦ Dealer & Market visit as per monthly Journey plan.
- ♦ Tow wheeler, passenger car, tractor, Truck OED Market visit, Automobile Mechanics visit.
- ♦ LCV & HCV stand customers Visit, Promotional Campaigns, Customers Meet and Daily Calls, ABC analysis of HCV, LCV, SCV, and PCR tyres at various market place of territory.
- ♦ New product launch and promotional activities.

Vidarbha Building Construction Pvt. Ltd, Amravati(May' 13 – May' 14)

Business Executive

- ♦ Played a vital role in handling the Sales of Residential Flats, Commercial Shops.
- ♦ Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
- ♦ Sales Planning, Advertising, and Executing plans for increasing revenue generation.
- ♦ Monitored the performance of Team members and resolved the issues faced by them.

EDUCATION- MBA in MARKETING & HRM

	Board/University	Percentage	Year of Passing
MBA	SGBA University, Amravati	66.14	2013
BBA	SGBA University, Amravati	61.00	2010
H.S.C	Amravati Board	50.00	2006
S.S.C	Amravati Board	58.66	2004

ACADEMIC PROJECT - SUMMER INTERNSHIP PROGRAMME as Market researcher

Organization: Mahindra Navistar(Augusta Motors, Nagpur)

Title OF Project: - “Logistics through LCV” (in Amravati city)

- ♦ It was market survey in which I studied market demand of various LCV's of different companies.
- ♦ In this project I focused on what types of LCV's are utilized in the logistics of the different areas of business. And also examine Preference of the Customer of LCV purchaser

Title of project:-“A Study of Buying Behaviour of Urban and Rural Consumers towards Edible Oil and Salt”

- ♦ In this project I studied what is the Urban and Rural Market and what is the actual difference between Buying Behaviour of Rural and Urban consumer.
 - ♦ The Urban and rural market survey had been done by me. In this survey I have observed and understand both the urban and rural consumer's perception and buying behavior towards purchasing of Edible oil and Salt.
 - ♦ Then I not only compare the preferences of both urban and rural consumer while purchasing of Edible Oil and Salt but also study the factors which influencing the buying decision process of customer by utilizing Questionnaire, Interview & other resources.
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CO-CURRICULAR

1. Presented research paper in National Conference on

Logistics & supply chain Management-- 'DMIETR' Wardha, in 2012.

- ♦ It was Research Paper Presentation comprised Basic information about supply chain Management mechanism, Features of Indian Logistics Industry and Importance of logistics & Supply chain management.
- ♦ It was secondary data base research

2. Presented research paper at International Conference on

FDI in Indian retail sector – An analysis -Dr. AIMSR, Nagpur in 2013.

- ♦ In This Research paper I focused on the Introduction & definitions of retail, Classification of retail sector, FDI policy with regard to retailing in India, and SWOT analysis of retail sector and Effects of FDI on Indian Retail sector.
- ♦ It was secondary data base research which I present.

3. Presented B-plan at National Level at Shegaon.

- ♦ It was all about the product “A Sugar Cane Juice” Factory
- ♦ In which I focused on SWOT analysis of the business and make marketing strategy. By introducing new product in market in planning format.

4. Certificate of SIP Project Presentation at National Level at Shegaon.

- ♦ In This I present my point of view which I experienced during my SIP Survey based study, Which I Completed in summer vacation continuing my MBA
 - ♦ I also find some conclusions that how customers create their preferences while purchasing LCV from Market. .
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PERSONAL PROFILE

- ♦ **Name** : Swapnil Bharatkumar Bante
- ♦ **Father Name** : Bharatkumar Chindhuji Bante
- ♦ **Date of Birth** : 31 July 1988
- ♦ **Nationality** : Indian
- ♦ **Language** :

	Read	Write	Speak
English	✓	✓	✓
Hindi	✓	✓	✓
Marathi	✓	✓	✓

- ♦ **Hobbies** : Interacting with people, singing,
- ♦ **Area of Interest** : Marketing Strategy making & implementing
- ♦ **Gender** : Male
- ♦ **Strength** : Positive attitude, most talkative and keen to learn new things.
- ♦ **Marital status** : Married
- ♦ **Address** : At. Post. Tq. Bhatkuli Dist. Amravati. Pin.-444602

DECLARATION

I hereby declare that all information furnished by me is true and correct to best of my Knowledge and belief.

Place:-

Date:- Swapnil B. Bante