**Name: Anant Deep Handa**

**Date Of Birth: 06.11.1987**

**Contact: 7087080402, 9878422737**

**Professional Qualification:** Mechanical Engineering

(Chitkara Institute of Engineering and Technology,

Jhansla, Rajpura)

**OBJECTIVE:** To utilize my potential to the maximum. Learn from new experiences; improve my skills and expertise in order to be an asset to the organization I join.

**Experience:**

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| **COMPANY NAME** | **DESIGNATION** | **DURATION** |
| SML ISUZU Ltd. | Junior Manager, Marketing | April 2011 – sept 2012 |
| **Mahindra & Mahindra, Swaraj Division** | **Deputy Manager, Sales & Marketing** | **Oct 2012 – 15.07.2018** |
| VISTA PLASTECH | Manager, Sales & Marketing | 16.07.2018-11.01.2022 |
| Mahindra & Mahindra Ltd. GROMAX(Joint venture b/w M&M and Gujrat Govt.) | Deputy Manager, Sales & Marketing | 12.01.2022-till date |
|  | | |  |

Marketing Operations: Developing new clients and negotiating with them for securing profitable business. Forecasting sales targets and executing them in a given time frame thus enhancing clientele. Identifying & networking with prospective clients generating business from existing accounts and achieving profitability and increased sales growth.   
  
\* Dealership Development: Monitoring and developing two new dealerships in two geographically different areas of North East India. Responsible for planning and sourcing in dealer development, formulate market expansion strategy and plans, ensure development of infrastructure as per company norms, documentation, monitoring channel funding and other financing process of the dealership. Sales manpower recruitment and development etc.   
  
\* Channel Management / Distribution: Planning & delivering distribution depth, coverage & sales. Search for new business partners to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product. Monitoring the performance of dealers regarding sales and collections periodically.   
  
\* Client Relationship Management: Managing customer centric operations and ensuring customer satisfaction by achieving delivery and service quality norms. Identifying improvement areas & implementing measures to maximize customer satisfaction levels.   
  
\* Team Supervision: Motivating the team ensuring quality deliverables in the market. Inspiring the various teams including sales, service and product team to assist them achieving their targets and for ensuring optimum performance and enhancing their skills.

* Institutional Sales: Managing sale orders from the Government sector and tying up with RTO department for vehicle passing and other work.

**EDUCATIONAL QUALIFICATIONS**:

**Academic:**

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| TITLE | NAME OF COLLEGE/UNIVERSITY | YEAR OF PASSING | MARKS OBTAINED |
| B.Tech  (Mechanical) | Chitkara Institute of Engineering and Technology, Jhansla, Rajpura, Punjab. | 2010 | 63.33% |
| 10+2 | D.A.V. College | 2005 | 60.2% |
| 10th  (I.C.S.E.) | Yadavindra Public School, (Mohali), Punjab. | 2003 | 81% |

**ACHIEVEMENTS:**

* Merit Rank of 805, in All India Entrance Exam conducted by Jaypee Institute of Engineering and Technology, 2006.
* Event Management Marketing and Promotion for VISTA PLASTECH
* 6 months( January 2010 till June 2010) Industrial Training with Mahindra & Mahindra Group, Swaraj Plant, Industrial Area Phase 4 , Mohali .

**Rewards & Recoganitions:**

* Mahindra Yellow belt reward for increasing Market Share..

**Projects undertaken:**

* Made a project to monitor heat transfer through fins in automobiles (motor cycles). In order to increase the rate of heat dissipation & improve its efficiency.
* Made a project to control sieve shaking machine by D.C. Motor through PWM (Pulse Width Modulator).
* Made a project on keeping a check on the supply of components to various plants and that the supply meets the demand also to list out the reasons in case of failure at Swaraj Mazda limited (S.M.L.) & Spare Parts Department (S.P.D.)
* Chitkara Placement Module- 2 month’s industrial training at Chitkara campus to improve communication skills.
* Executive Member of I.S.T.E. (Indian Society for Technical Education).

**CO-CURRICULAR ACTIVITIES:**

* Participated in Debates, Story Telling Competitions, Inter House Plays.
* Wrote a book Lovers in Heaven (fiction) that was adjudged as the best seller of August, 2006.
* Won Best Actor Award in Inter House Play Competition at school.
* Attended various Drama (Theatre) & Acting workshops.
* Captain of the football team at school.

**SKILLS:**

* Proficient in English Language
* Knowledge of Computer
* Presentation skills
* Organising Abilities
* Knowledge of Literary and Cultural Activities

**HOBBIES/INTERESTS:**

Writing, Acting and Surfing Internet.

**STRENGTHS:**

Hardworking, Team Oriented, Focused and Innovative.