CURRICULUM VITAE

# Name: Amit Kumar

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**Synopsis**

* Management Professional: Channel Sales & Marketing /Digital Marketing/ Rural Marketing/Advance Excel/Data Handling, Managing & Analyzing/ Channel Management & Development/ Strategy & Research /Team Handling/ Marketing Intelligence / Channel Manpower Training & Development Management
* Ability to integrate and harmonize successfully in a team.
* Team player with good Interpersonal, Communication, and Presentation skills.
* Excellent analytical mind with the ability to think beyond the immediate problem in terms of impact elsewhere.

**Professional Experience**

* **Sales**: Handing Industry size 17000 tractors, 11 dealers, and 6000 TRS Volume with support of 6 Subordinates (3 Permanent & 3 Contractual) and maintained 33% markets share in assigned territory, deployment of sales target to channel manpower, Realistic approach for Sales planning, Develop a strategy for area office against the key competition, Model mix & Budget planning.
* **Marketing**: Design & ensure execution of ATL/BTL activities through subordinates and dealers, Design Digital Marketing Campaign for Dealers, Social Media Campaign/ Content Marketing & Personalize SMS blast, Development of strategy for right placement of product & price against competition & plan according to introduce relevant products in rural areas. Implementing developmental activities in the rural area to sustain a competitive edge. Generating ideas & programs for the promotion of products and implementing the program to develop the market Analysis of sales (Competitor vs. Self), Socio economic factor, Market trend, and delivered a consistent contribution to increased sales, implementing a new process by conducting sales training for Dealer salespersons to develop their digital skill and mindset.
* **Retail Finance**: Relations with Authorities & Strong involvement with Financers for developing strategy particular for the Area office by providing and interpreting financial information; monitoring and interpreting cash flows and predicting future trends, analyzing change, and advising accordingly, and formulating strategic and long-term business plans researching and reporting on factors influencing business performance & analyzing competitors and market trends. Maintain RCT of Area office
* **Dealer Development:** Appointment of new dealers for increasing Market share, good coverage, and company profit through a new channel. Trained all the dealership staff on the use of the company portal hence bringing all the dealerships under me online with HO.
* **Capability Building**: New Salesman induction, Capability building prog. for dealer salesforce by product training, ensure manpower availability at dealership.

**Employment History**

**Mahindra & Mahindra Limited:** Area Manager -Sales& Marketing- Tractors

Raipur (South & Central part of Chhattisgarh)-From May 2021

* Assistant. Area Manager -Sales& Marketing- Tractors

Varanasi Region (15 districts of Uttar Pradesh- From Apr’13 to May’21)

* Assistant. Area Manager -Demand Generation

Varanasi Region (15 districts of Uttar Pradesh- From May’12 to Mar’13)

**John Deere India Pvt. Limited**:

* Sr. Territory Manager -Sales-Tractors
* Allahabad, Bundelkhand region of UP (From Apr’11 to May’12)

**Escorts Limited**:

* Territory Business Manager -Sales
* Jabalpur (M.P.), From Sep’09 to Apr’11

**International Tractors Limited**:

* Assistant. Manager -Sales-Tractors
* Jabalpur, From Jan’06 to Sep’09

**Indo farm Tractors Limited**:

* Territory Executive -Sales-Tractors
* UP West, From Aug’04 to Dec’05

**Achievements:**

Mahindra & Mahindra Ltd.

* Excellence Awards by President for Proactive placement of 4WD tractor in CG Market
* Successfully closed 2 Projects under the mentorship of CEO (1- Increase MS in Higher HP Category & Market share growth of New Dealer.
* Recipients of Three times Excellence Awards by National Head for Farm Machinery and Implement Business
* Recipients of Best Key Account Manager Awards F20
* Member of Emerging Leader Prog. M&M (90 Members of Entire Mahindra group)
* Two times winner of Best Assistant. Area Manager in State for the achievement of sales targets.

**Projects And Trainings:**

* New Product establishment in the commercial segment
* Digitalization of high economic village through QGIS.
* Enquiry Management through Digital Mode (What’s app blast, googles ads, etc)
* New Product development in new segment
* 10+ online courses completed through Coursera, HBR Spark, etc.

**Educational Qualifications:**

M.B.A.: One Year Online MBA .(Sales & Marketing) from Aug 2014,NIBM, Chennai (1ST CLASS-69%)

B.Tech.: B.Tech (Agricultural Engineering) , G. B. Pant University of Agriculture & Technology (1ST CLASS -68.%%)

Intermediate: Uttar Pradesh Board, (1ST CLASS-71.2%)

High School: Uttar Pradesh Board, (1ST CLASS -69.2%)

**Computer Awareness:**

Windows, QGIS, SAP, R

**Interest And Hobbies:**

Learning New things, Data Related Work

**Personal Profile:**

Date of Birth: 20th March 1982

Languages Known: English & Hindi

Nationality: Indian.

I hereby declare that the above particulars are true to the best of my knowledge and belief.

PLACE: RAIPUR (CHHATTISGARH)