**ROSHAN MADHUSUDAN KASHALKAR**

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**In pursuit of challenging assignments that would facilitate the maximum utilization and application of my broad skills and expertise in making a positive difference to the organization**



***CAREER HIGHLIGHTS***



Young, energetic and result oriented **Engineering** professional with over **22 Months** of experience in **Technical Marketing** in Agricultural sector; Persuasive communicator with exceptional relationship management skills with the ability to relate to people at any level of business and management; highly ethical, trustworthy and discreet;

* Developing new business ideas, business plan and activity management to ensure target achievement.
* Planning survey based Marketing strategy, promotional events, campaigns and their execution.



***SKILL SET***

* Playing the role of Field Officer under Technical Marketing department with Eicher Tractors.
* Responsible for Prospect Generation and Converting generated prospect into deliveries by direct visits to customers on field.
* Responsible for activity planning and execution in given area and for focused models.
* Exposure to Sales activities like Road show, Demonstrations, Campaign etc. Implementing developmental activities at dealership to sustain competitive edge.
* Providing feedback to Territory Executive and Area Manager on the product performance, competitor activities and latest trends in the market for helping in evolving competitive strategy.



***CAREER DETAILS***

**Eicher Tractors (TAFE Motors and Tractor Limited), Maharashtra (May’16 – April’18)**

Field Officer (Domain-Technical Marketing)

**Responsibilities**

* Working as Field officer for 5 District (Bhandara ,Gondia, Nagpur, Gadchiroli & Chandrapur )
* Marketing Strategy planning and their proper execution to achieve projected target.
* Communication with dealer sales team allocated to respective dealers for verification of deliveries and retails.
* Providing feedback to Area Manager and Regional Manager on the Product performance, Competitors Activities and latest trends in the Market for helping in evolving competitive strategy

**Eicher Tractor (TAFE Motors and Tractor Limited), Maharashtra (Jan’16 –April’16)**

Trainee (Domain-Technical Marketing)

**Responsibilities**

* Dealership Management for proper sales/ distribution along with service management.
* Meeting with customer, queries resolution and their long time retention.
* Preparation of monthly business plan and their achievement.
* Activity planning, promotional campaign and execution.
* Training to dealership employees.
* Test and follow-up management.

**Captain Tractors,Maharashtra (June’18 – Present)**

**Territory Executive** (Sales and Marketing)

**Responsibilities**

* Working as territory Executive for Pune District
* Marketing Strategy planning and their proper execution to achieve projected target.
* Communication with dealer sales team allocated to respective dealers for verification of deliveries and retails.
* Providing feedback to Area Manager and Regional Manager on the Product performance, Competitors Activities and latest trends in the Market for helping in evolving competitive strategy
* Focus on delaer fund



***TRAINING & DEVELOPMENT***

* 12TH May 2014 To 30TH May 2014 Training on Tractor and Agriculture Machinery in Mechanization and Technology Division of Northern Region Farm Machinery Training and Testing Institute Hisar-Haryana.
* 1st June 2015 to 26th June 2015 Training on Tractor and Farm Equipment, Pudupakkam-Chennai.



***ACADEMIC CREDENTIALS***

* **Bachelor of Technology** (Agricultural Engineering) from Dr. Balasaheb Sawant Konkan Krishi Vidhyapeeth, Dapoli in 2016 with 7.93 CGPA.
* HSC From Konkan Board, Rajapur in 2012 with 67%
* SSC from Konkan Board, Rajapur in 2010 with 94%.



***EXTRA CURRICULAR ACTIVITIES***

* Winning Caption in Inter-Group Sports Tournament in College Gathering
* Participated in Inter college “KRISHI TECHNOFEST- 2015”
* Attended NSS Camp of At Ladghar-Dapoli, Dist-Ratnagiri



***PERSONAL DOSSIER***

Date of Birth: 21th November, 1994

Languages Known: English, Hindi and Marathi

Mailing Address: kashalkarroshan@gmail.com

Other Interests: Travelling and Technology

References: Available upon request.